JANUARY 5, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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did you know that the married woman . . . America's No. 1 purchasing agent for the home . . is also America's most faithful Radio listener? Just one more reason why

Spot Radio is such a powerful sales-maker.

KOB ..... Albuquerque	KFAB ..... Omaha
WSB ..... Atlanta	WIP ..... Philadelphia
WGN ..... Chicago	KPOJ ..... Portland
WFAA ..... Dallas-Ft. Worth	WJAR ..... Providence
KOSI ..... Denver	WRNL ..... Richmond
WANE ..... Fort Wayne	KCRA ..... Sacramento
KPRC ..... Houston	WOAI ..... San Antonio
WISH ..... Indianapolis	KFMB ..... San Diego
KARK ..... Little Rock	KOBY ..... San Francisco
WINZ ..... Miami	KMA ..... Shenandoah
WISN ..... Milwaukee	WNDU ..... South Bend
KSTP .... Minneapolis-St. Paul	KREM ..... Spokane
WTAR ..... Norfolk	WGTO ..... Tampa-Orlando
	KVOO ..... Tulsa

Radio Division **Edward Petry & Co., Inc.**

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

THE HUMAN FACE

IS THE MOST INTERESTING

THING ON TELEVISION

1000 N. Cahuenga, Hollywood 38 • Represented nationally by Edward Petry & Co., Inc.

Where do we get that idea?
Well, look what's been
happening with magazine

Name the biggest, most popular
ones . . . Life, Look,
Readers Digest, SatEvePost,
Time, Newsweek, and the
Sunday Supplements.

More and more, their pages
portray people . . . living people,
dying people, laughing,
crying, toiling people . . . but
nevertheless, *actual* people
facing actual situations.

Don't get us wrong. We don't
mean that fiction is dead,
by a long shot.

But we do know that *realistic*
entertainment (for want of
a better name) is gaining an
ever-growing audience . . .
and KCOP intends to provide
that kind of entertainment.

To wit: Programs like
Air Power . . . Bill Burrud's
Wanderlust and *Treasure*
. . . Colonel John D. Craig's
Danger is My Business . . .
Walter Winchell's File . . .
Jack Douglas' *Seven League Boots*
and *I Search for Adventure*
. . . the Linker family's
Wonders of the World . . .
The People's Court of Small
Claims . . . live personality shows
starring *George Jessel*
and his illustrious guests . . .
and the best newsman
in Southern California,
Baxter Ward, whose coverage
stresses the local angle.

These are *believable* programs,
sparked by life itself.
We think they provide
a proper setting for
believable commercials.

This must be right:
Our ratings and business
are better than ever.

KCOP 13

Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic CBS

NBC.. ..ABC

Represented by the **P.G.W. Colonel**

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multi-city buying is in fashion, too

Shoes with squared-off points are the latest vogue, but buying WGAL-TV's low-cost, multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro.

STEINMAN STATION
Clair McCollough, Pres.

316,000 WATTS

WGAL-TV

CHANNEL 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • $3¾ billion annual retail sales • $6⅔ billion annual income

Lancaster • Harrisburg • York • Reading • Gettysburg • Hanover • Lebanon • Chambersburg • Waynesboro • Lewistown • Sunbury
Carlisle • Pottsville • Shamokin • Lewisburg • Hazleton • Mt. Carmel • Bloomsburg • Hagerstown • Frederick • Westminster

CLOSED CIRCUIT®

Outlook for 1959 • Forecasts for 1959 tv business range from skittish to optimistic, depending upon who's talking. Networks express caution, noting tv was last of media to feel recession and may be last to recover. Additionally, tv is fighting what NBC and CBS regard as organized campaign of print media to undermine advertiser confidence. ABC doesn't go that far but isn't unmindful of brisk competition from within and without. Spotwise, tv outlook is reverse. Leading representatives are convinced tv spot in first quarter will be 12-20% up, with outlook for entire year rather bright. Individual reps report 1958 spot up from 10-30%.

Hint for packagers • Some big advertisers are wondering whether program packagers really appreciate all that's been going on in television. Starting last fall, they point out, many network sponsors got 26-week contracts, meaning they can be dropped in March or April. "This," said one, "means that actually the next 'new season' will start in March or April, not next fall—but the talent people are still building new shows for fall, as in the past." He ventured that anybody with likely new property available now would have scant trouble finding buyer.

Missionary mission • Disturbed because of Dept. of Justice Antitrust Div. view that option time may constitute *per se* violation of law, broadcasters representing affiliates of all three tv networks have date with Attorney General William P. Rogers Tues., Jan. 13. Group includes C. Wrede Petersmeyer, Corinthian Stations; Lawrence H. Rogers, WSAZ-TV Huntington-Charleston; Jack Harris, KPRC-TV, chairman of NBC-TV Affiliates Board of Delegates; John S. Hayes, *Washington Post* stations, representing CBS Tv Affiliates Assn., and Alex Keese, WFAA-TV Dallas, chairman of ABC group. Position of affiliate groups at Barrow report hearings last year uniformly were that option time is vital to maintenance of network structures.

Under the influence • FCC Comr. Robert E. Lee was recipient of biggest surprise of the Yuletide. After he had jocularly complained to friends that because of House Oversight Subcommittee disclosures he hadn't received one bottle for Christmas, an emissary delivered to his office one handsome decanter of ancient vintage. Card read: "Oren E. Harris" (chairman, House Interstate & Foreign Commerce Committee and of its Oversight Subcommittee).

Murrow on ratings • Sen. A. S. Mike Monroney (D-Okla.) personally has been lining up big names for his rating "debunking" inquiry, to get underway in New York soon. Understood to be on call as one star witness is Edward R. Murrow, CBS commentator who, on occasions, has criticized broadcast media for lack of serious adult programming. Sen. Monroney also had planned to have Sylvester L. (Pat) Weaver, former NBC board chairman, but latter's affiliation as consultant to McCann-Erickson may change that.

Spectrum management report • Special five-man Advisory Committee on Telecommunications, named by White House to make quickie exploration of frequency allocation and management, met its yearend deadline. Report was submitted to OCDM Administrator Leo A. Hoegh last Tuesday, Dec. 30, and presumably will be released at pleasure of President Eisenhower.

While report is still secret, it's learned committee recommended further study of spectrum use and concluded present system, whereby Interdepartment Radio Advisory Committee allocates for military and other government agencies, is outmoded and inadequate. Committee did not appraise broadcast allocations (radio, tv, etc.) leaving that for authority which presumably will emerge from either full-scale presidential study or through joint congressional committee on spectrum utilization and allocations.

Sales in progress • WORL, Boston independent, will move to ownership of Paul F. Harron, ex-Philadelphia broadcaster and businessman, for $400,000 under contract negotiated with Joseph A. Dunn, present and principal stockholder of Pilgrim Broadcasting Co., subject to usual FCC approval. Station operates on 950 kc, with 5 kw day. Mr. Harron last Tuesday received FCC approval of purchase of ch. 2 WKTV (TV) and WKAL Utica-Rome, N. Y., for $4 million, plus consultancy commitment. Associated with him as minority stockholder, among others, is Gordan Gray, former v. p.-general manager WOR-AM-TV New York (see page 50).

Dr. Frank Stanton, CBS president, is in process of selling his Muzak franchises in Midwest to two broadcasters not now operating in those markets. He has held Muzak rights in Louisville, Cincinnati, Dayton and Columbus for some 15 years. He was originally in partnership with J. Leonard Reinsch, executive director of Cox radio and tv stations, who sold out to him decade ago.

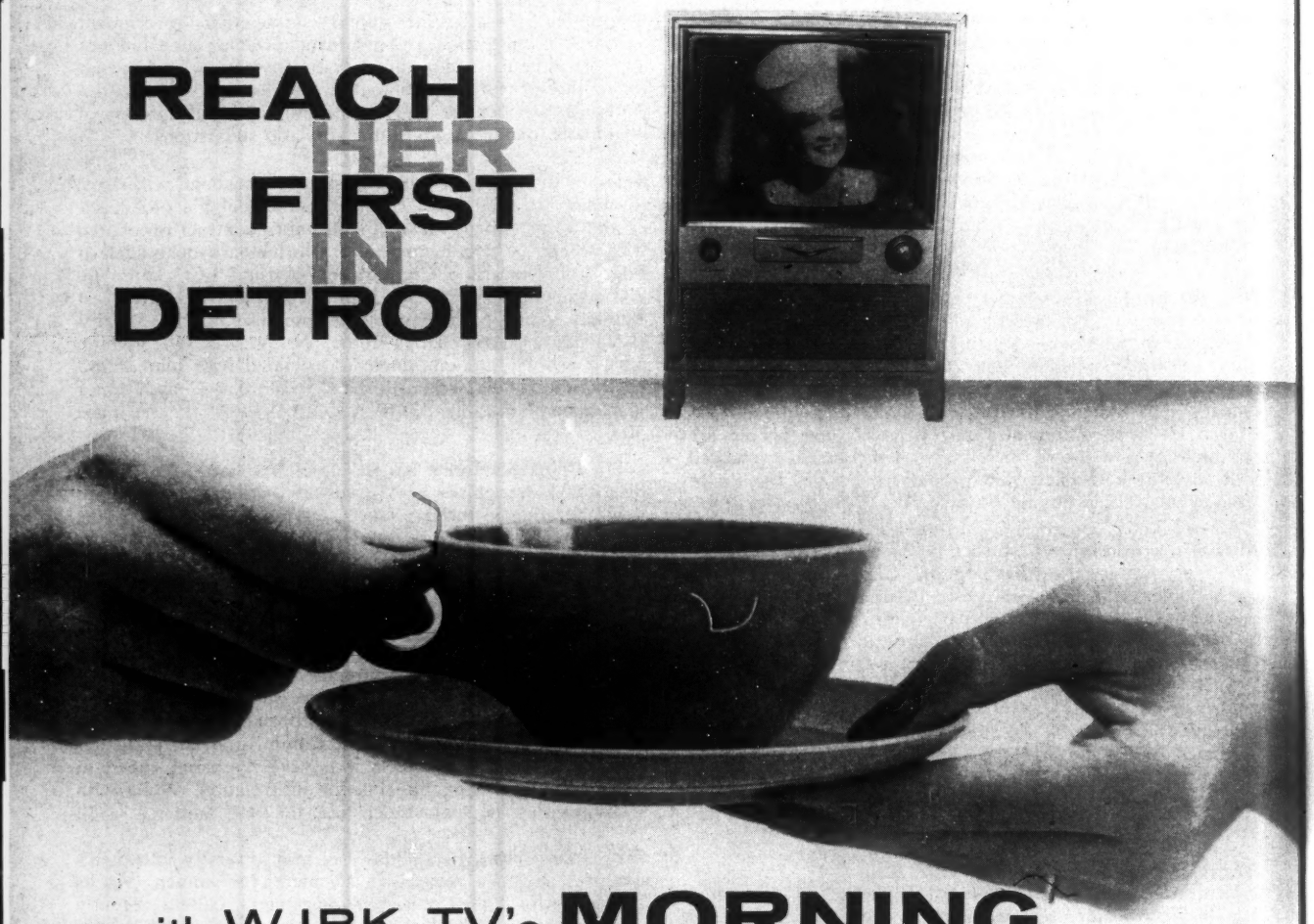
Gumshoes at FCC • Oversight Subcommittee investigator Joseph P. O'Hara Jr. has returned to Civil Service Commission, whence he came, but not before submitting strong recommendation that FCC receive appropriation to establish its own full-time investigative staff. Commission currently has none and Mr. O'Hara feels it is severely handicapped in having to depend on litigants for information. While with subcommittee, he spent much time on FCC matters.

Broadcast account • Gillette Co. may diversify into men's toiletries. Already engaged in cosmetics for women (via its acquisition of Toni Co. several years ago), Giliette recently appointed Dowd, Redfield & Johnstone, N.Y., and Boston affiliate John C. Dowd Co. for six unidentified "new products." Agency head J. C. Dowd admits "television to be a major factor" in new product testing, and DR&J has had basic cosmetics-toiletries experience with Revlon Inc. and Lanvin Parfums. Mr. Dowd—declining to "speak for Gillette"—notes agency would "shortly" announce two new account appointments, both in cosmetics field.

A lot in a lot • There's more to Universal City sale by Universal Pictures Co. to MCA Ltd. (BROADCASTING, Dec. 22) than just question of giving U-I $11,250,000 working capital. Learned last week: As long as U-I had to maintain its own 370-acre lot, yearly cost came to about $4 million; now it will pay MCA landlord $1 million under terms of lease-back of studio space and property. Thus it will save not only $3 million annually, but also may write off rental as legitimate tax deductible business expenses.

Men in white • Annoying quirk has developed in effort of NAB to solve "white coat" problem in tv medical commercials. Though actors are no longer permitted by Tv Code to portray physicians or dentists, there's no code rule against commercials that feature physicians or dentists in testimonials on behalf of pharmaceutical items. As result, drug advertisers are finding licensed doctors and dentists who are happy to don white coats to promote medicines.

REACH HER FIRST IN DETROIT



with WJBK-TV's MORNING SHOW MOVIE!

Children off to school . . . husband off to work . . . a cup of coffee and now a **Good Movie!** The "Morning Show" is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

Strategic programming to 1,900,000 Television homes is one reason why WJBK-TV has a consistent #1 rating in the nation's fifth market — 9 billion dollars worth of purchasing power! With this leadership and being Michigan's first station with full color and Video-Tape facilities, WJBK-TV tops them all in dominating Detroit and southeastern Michigan. Represented by the Katz Agency

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

Storer Broadcasting Company

Storer Television

WJBK-TV Detroit · WJW-TV Cleveland · WSPD-TV Toledo · WAGA-TV Atlanta · WITI-TV Milwaukee

WEEK IN BRIEF

Mr. Templeton

Essential to shows: showmanship • It's so obvious, but agencies often overlook it when shopping for the tv program to suit the sponsor. William B. Templeton talks it over in MONDAY MEMO. Page **29.**

Oversighters aim at FCC • Chairman Harris and House subcommittee want (1) to keep probe going; (2) to ban station buying-selling contracts until FCC has approved; (3) to halt payoffs to competing tv applicants except for out-of-pocket expenses; (4) to require public hearings before each tv grant; (5) to halt honorariums to FCC commissioners, and etc., etc. Page **31.**

Massey-Ferguson's electronics • Farm equipment manufacturer earmarks $2 million in radio-tv, with more than two-thirds allocated for network tv. It's a first tv show for Massey-Ferguson, or for any farm equipment firm. To get to the farmer, M-F produces special sets of commercials. Page **37.**

Young & Rubicam's overhaul • Timebuying taken out of media department and consolidated with radio-tv programming function. Levathes to head new department. Page **39.**

Gaines' pedigree ID • Benton & Bowles organizes "Canine Supreme Court," works seven hours to place 93 dogs in line for key scene in new ID to be seen on tv later this week. Page **40.**

Radio station of the future • Blueprint for what may be audiences' "dream station" is seen in findings of depth study conducted for KPRC Houston by Institute for Motivational Research. Results indicate people want network affiliates' reliability and sources combined with independents' warmer approach. Page **42.**

PCP gets underway • CBS Radio's new Program Consolidation Plan starts today (Jan. 5) with acceptance by affiliates representing more than 85% of rate card and with new and expanded advertising business totaling $4.4 million net. Some stations get cancellation notices. Page **46.**

Strike post-mortem • TvB and RAB challenges statistics issued by newspaper publishers following settlement of New York's 19-day long newspaper deliverers strike; dispute newspaper-claimed ad losses of $17 million as "exaggerated," hint at harder-hitting broadcast industry promotion. Page **47.**

Shooting season opens • The 86th Congress convenes in Washington Wednesday, with FCC and broadcasters watching anxiously as all indications point to a record number of radio-tv hearings and investigations. Page **52.**

More firing at FCC • House Antitrust Subcommittee staff report makes strong recommendation for executive code of ethics, takes swipe at Commission for not adopting code without "legislative prodding." Page **60.**

Tv films: '58 and '59 • The tv film business was good in 1958 and should be better in 1959. Things to come: Mergers of syndicators, more taped shows by film producers and stiffer competition. Page **66.**

RCA's good '58 • Board Chairman David Sarnoff reports fourth-quarter upsurge brings 1958 annual volume up to 1957 record volume of $1.176 billion and points to 1959 as "a good year for business." Page **73.**

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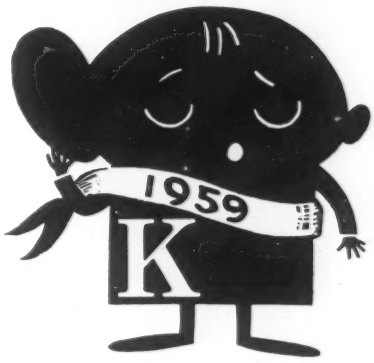


Though "K" gets a Kick
From assuming this pose,
He feels it's immodest
To wear so few clothes!

Of course, it's false modesty. Nothing can really cover up KHJ Radio's FOREGROUND SOUND. It's been winning agency and client friends for more than 36 years. And the New Year promises to be no exception.

1959 is still a babe in arms, but KHJ Radio, Los Angeles, is an old hand at building cumulative audience through programs beamed at the wide variety of mature, adult tastes that make up America's 2nd market.

KHJ's listener loyalty to both programs and advertisers proves that auld acquaintance is not forgot. (And neither is the loyalty of our auld advertisers at renewal time.)

The naked truth is that KHJ's Foreground Sound is programmed to satisfy the variety of tastes that make up the Greater Los Angeles area.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

Family Radio Is Scholarship, Showmanship, Salesmanship.

Bartell **scholarship** provides the research by which the dominant family audience is attained in each Bartell market.

Bartell **showmanship** develops a glittering progression of music, family fun, community service.

Bartell **salesmanship** produces positive results for advertisers.

Bartell it... and sell it!

BARTELL FAMILY RADIO
COAST TO COAST

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED NEWS COVERAGE OF THE WEEK BEGINS PAGE 31

Soviet rocket on vhf

Russian moon-rocket signals picked up late Friday were discovered to have been broadcast in middle of two U.S. vhf television channels: 70.2 mc, channel 4 (66-72 mc) and 183.6 mc, channel 8 (180-186 mc). Signals reported received by RCA's Riverhead, L.I., station and Army Signal Corps, Fort Monmouth, N.J. Russians announced broadcasting frequencies as 19.993, 19.995, 19.997 mc (international fixed public and aeronautical band) and 183.6 mc. They did not mention 70.2 mc broadcasts.

Top-level duties revamped by D-F-S

"Broadening of executive responsibilities" at Dancer - Fitzgerald - Sample, N.Y., announced today (Jan. 5) by Clifford L. Fitzgerald, president. Move, in making for several years, comes into effect "partly" due to recent death of D-F-S board chairman, H. M. Dancer.

Agency operation will be vested in executive committee, lessening burden on President Fitzgerald. Committee members: Lyndon O. Brown, chairman of committee; Chester T. Birch, Sidney J. Hamilton, Gordon H. Johnson, Fred T. Leighty, George G. Tormey—all vice presidents—and Mr. Fitzgerald. At same time, Messrs. Brown, Hamilton, Johnson and Tormey were elevated to senior vice presidencies, as was Chicago office head, F. Sewall Gardner. Mr. Birch becomes executive vice president and Mr. Leighty, vice president-secretary-general manager, becomes administrative vice president. All are 16-year veterans of agency and are stockholders.

Mr. Dancer's stock will be retired by corporation, leaving control of D-F-S (billing over $80 million, $49 million in radio-tv) with 26 stockholders. Agency officials said, "It's been the policy to hold stock to a relatively small group of chief executives."

Need for option time seen in FCC report

Report on option time got second going-over in one week Friday (Jan. 2) when FCC spent whole day on touchy and controversial subject—and agreed to meet on final draft Friday (Jan. 9).

By bare majority of one vote, Commission tentatively found option time reasonably necessary for tv networking and that tv networks are essential (CLOSED CIRCUIT, Dec. 15, 1958). Because of editorial changes, final draft will not be ready for formal action before end of this working week. FCC met on same subject Wednesday.

At tail end of meeting, commissioners discussed whether report should be released to public and parties concerned, or whether memorandum should be submitted solely to Justice Dept. No decision was made.

Report is Commission's proposed findings on option time—network practice which was under heavy fire in Barrow Report. Barrow Report recommended that option time be prohibited and Justice Dept. at informal meeting with FCC maintained practice is anti-trust violation *per se*.

Commission majority, it is understood, intends to maintain necessity for option time, but leans toward requiring stations to hold out half-hour in prime night hours for use of local or independent program usage.

First draft by Office of Network Study caused stormy reaction on part of some commissioners (BROADCASTING, Dec. 1, 1958).

Kluge group acquires Metropolitan shares

Purchase of Paramount Pictures' 21.75% interest in Metropolitan Broadcasting Co. by multiple broadcaster John W. Kluge and associates for $4 million scheduled to be consummated today (Jan. 5).

Transaction, handled through Washington brokerage firm of Jones, Kreeger & Co. (which already owns 23.77% of Metropolitan), involves transfer of Paramount's 335,200 shares of common stock (BROADCASTING, Dec. 1, 1958). Price per share is little less than $12.

Mr. Kluge, major Washington food broker, will hold about 221,210 shares under voting trust. This represents $2.64 million in purchase price. Others in trust agreement are Theodora T. Kluge, Mr. Kluge's wife; Harris H. Thomson, David Finkelstein, Marcus J. Austad (Mark Evans, Washington radio-tv personality), and Ira H. and Bernice K. Kaplan. Others in group making purchase, owning shares individually, are: Jones, Kreeger & Co., 10,000 shares; Lind & Co., 36,000; William B. and Audrey K. Mullett, 2,500; George A. Chadwick Jr., 2,500; Virginia Pripstein, 4,000; Henry Pripstein and David Finkelstein, jointly, 4,000; Charles E. and Larry Friedman, 10,000; Robert K. Thompson, 24,000; Leon Samet, 4,000; Alma and Philip Lustine, 5,000; J. Willard Marriott (Hot Shoppes Inc.), 4,190; Ray C. and Mary P. Briggs, 7,500; Frank Topham, 300.

Metropolitan, whose 1,541,137 shares of common outstanding are owned by more than 6,500 stockholders, was selling Jan. 2 for 15½ over-the-counter.

Mr. Kluge owns or controls WGAY-AM-FM Silver Spring, Md. (which he is selling to Connie B. Gay [BROADCASTING, Nov. 10, 1958]); KNOK Fort Worth, Tex.; WEEP Pittsburgh; WKDA Nashville, Tenn.; WINE-AM-FM Buffalo; WLOF-TV Orlando, Fla., and WSRS-AM-FM Cleveland, Ohio (which is being sold to United Broadcasting Co.-Richard Eaton).

Metropolitan owns WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK Cleveland. Bernard Goodwin is president; Richard D. Buckley, vice president and 11.5% stockholder. Other major stockholder is Carl M. Loeb, Rhoades & Co., 3.57%.

Radio music pacts extended by ASCAP

All four nationwide radio networks and their owned-and-operated stations signed for extensions of their old ASCAP music license agreement effective Jan. 1, ASCAP announced Friday (Jan. 2). ASCAP spokesmen said extensions were for one year. Old contracts expired Dec. 31, 1958.

ASCAP announcement also claimed "approximately 50% of the local radio stations throughout the country have either signed or executed" agreements extending beyond Jan. 1. These were said to be for varying terms; it is known that some stations have signed extensions carrying their contracts deep into 1963. It has been estimated that approximately 1,000 stations had contracts which did not expire Dec. 31.

Signing of ABC, CBS, NBC and Mutual and other stations to extended radio contracts does not affect decision of many broadcasters, including those on All-Industry Radio Music License Committee, to ask court to set "reasonable" local rates. This course was recommended by all-industry committee when ASCAP said only way stations would get reduced rates—which committee insists are justified—would be to go to court under procedure set up in ASCAP consent decree (BROADCASTING, Dec. 8, 15, 1958).

That decree also provided stations

AT DEADLINE
CONTINUED

could continue using ASCAP music if they applied for licenses before old contracts ran out. It was estimated Friday about 600 of those with licenses expiring Dec. 31 had so applied. If they and ASCAP fail to agree on rates within 60 days after application, stations may ask court to hold rate-making proceeding.

New Orleans interim operation stalled

Agreement for temporary operation of New Orleans ch. 13 stalled Friday when one of three parties refused to go along on composition of interim corporation's board.

Three parties—all applicants for New Orleans' ch. 12—two weeks ago agreed to joint operation of ch. 13 borrowed from Biloxi, Miss. (BROADCASTING, Dec. 29, 1958). Three are WJMR-TV, Coastal Tv Co. and Oklahoma Tv Corp. (KWTV[TV] Oklahoma City). But Oklahoma demurred when proposed board was to include two members representing WJMR-TV, one each for Coastal and Oklahoma, with fifth to be chosen by other four.

On Friday, WJMR-TV and Coastal asked FCC for permission to continue WJMR-TV on air on ch. 13, with FCC-imposed deadline for joint agreement moved from Dec. 29 to Jan. 15. Late Friday FCC denied petition. Oklahoma objected to request, presented recommendation that each applicant appoint one board member, with other two appointed by court or arbitration.

FCC ordered WJMR-TV to close down experimental operation of ch. 12 New Orleans Jan. 1 after hearing on below-level mileage separation with ch. 12 WJTV (TV) Jackson, Miss., as ordered by appeals court. WJMR-TV, holding permanent grant for ch. 20, was operating dually on both vhf and uhf frequencies. It is ABC affiliate.

Silencing of ch. 12 operation brought immediate protest by New Orleans Mayor DeLesseps Morrison. Mayor Morrison wired FCC Chairman John C. Doerfer and requested immediate opportunity to appear before Commission. Mayor also wired Oklahoma principals urging them to fall in line with other two applicants.

Commission plan was for temporary use of ch. 13 in New Orleans until final disposition of ch. 12 New Orleans comparative hearing, or until ch. 13 grantee in Biloxi is ready to operate. Radio Associates Inc. holds Biloxi ch. 13 grant, but is undergoing rehearing on financial qualifications following remand by appeals court. WLOX Biloxi is other ch. 13 contestant.

Johnson named

Wallace E. Johnson, chief of FCC's aural new and changed facilities branch of Broadcast Bureau, named to head bureau's Broadcast Facilities Division, succeeding Walther W. Guenther, appointed assistant chief of Office of Opinions & Review. John J. McCue succeeds George K. Rollins (deceased) as chief of Public Safety & Amateur Division of Safety & Special Radio Services Bureau.

WEEK'S HEADLINERS

Mr. Levathes

Mr. Mountain

PETER G. LEVATHES, v.p. of media, and ROBERT P. MOUNTAIN, v.p. of radio-television, appointed to new posts at Young & Rubicam; Mr. Levathes to v.p. in charge of newly-expanded radio-tv department and Mr. Mountain to v.p. in charge of new business department. Mr. Levathes for time being continues as director of media. Mr. Levathes joined Y&R in 1953 as v.p. in media, became media director also in 1954. Before he joined agency, he was executive assistant to president of 20th Century Fox from 1938-1947, and for next six years was in charge of 20th's tv activities. Mr. Mountain has headed radio-tv at Y&R since 1955. He joined agency in 1938 as manager of outdoor advertising, later moved to contact department and elected in 1947 as v.p. and supervised General Foods account. These appointments, announced by Y&R President George H. Gribbin, figured in change in concept of broadcast programming and timebuying functions (see page 39).

Mr. Tremble

Mr. Evans

S. B. TREMBLE, commercial manager of KCMO-TV Kansas City, and RICHARD W. EVANS, commercial manager of KCMO-AM-FM, promoted to station managers of their respective stations. Mr. Tremble joined KCMO in 1946 as program director and went to similar post with KCMO-TV in 1953 when station went on air. He was previously with KSAL Salina, Kan., from 1937 to 1941. Mr. Evans came to KCMO in 1941 as member of continuity department, in 1946 was named sales representative. He was appointed commercial manager for both radio stations in 1953. Both appointments were announced by General Manager E. K. Hartenbower. KCMO-AM-FM-TV are affiliated with Meredith Publishing Co., Des Moines.

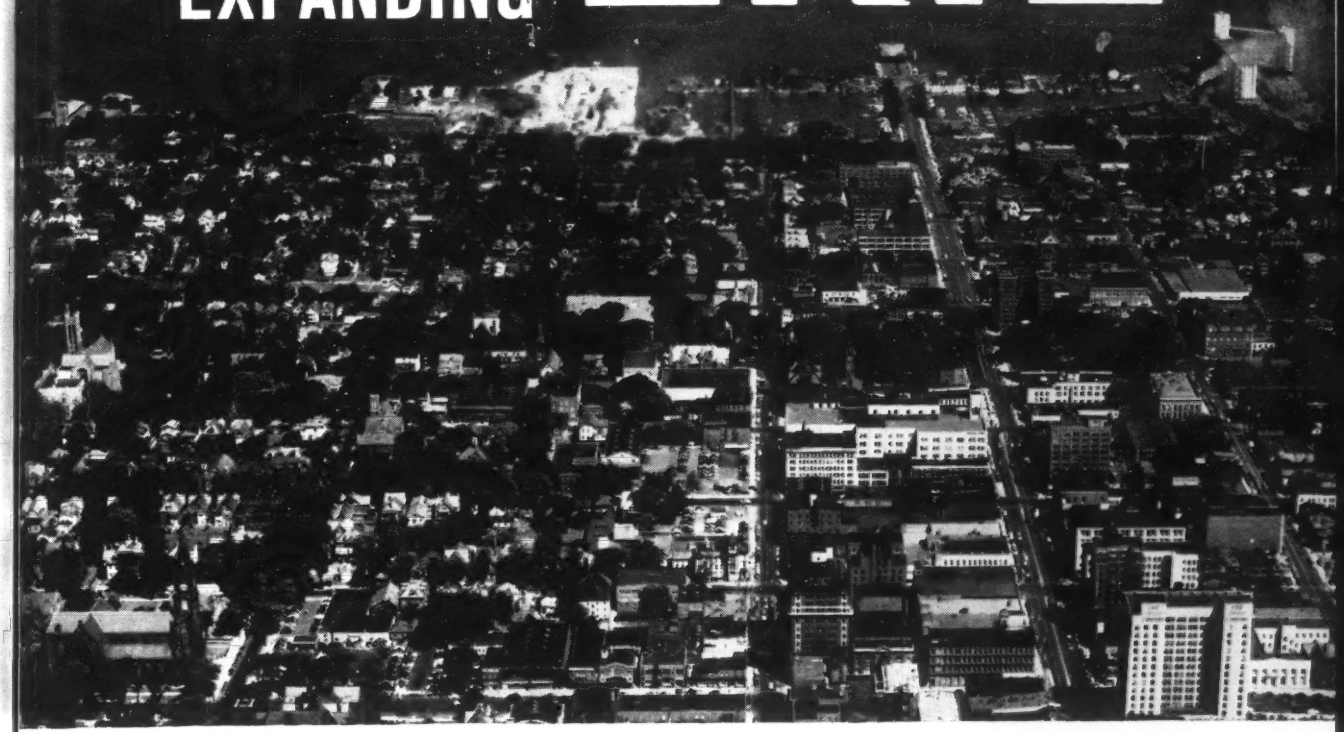
Mrs. Corey

MRS. FRANCES COREY, board member of R. H. Macy's, New York, and senior v.p. in charge of sales promotion, advertising and public relations, appointed to newly-created post of v.p. in charge of west coast operations for Grey Adv., effective Feb. 15. Mrs. Corey's appointment to head operations for both Los Angeles and San Francisco offices of Grey was said to be prompted by "growing importance" of west coast in country's economy and increasing significance of marketing in advertising today. Heretofore, Grey Adv. west coast operations were under direction of Robert D. Wolfe, v.p. in charge of radio-tv for agency in Los Angeles, who will continue in post, reporting to Alfred D. Hollender, v.p. and television director of Grey in New York. Mrs. Corey, who will continue her association with Macy's as consultant on special projects, leaves that company after four years service. Previously, she was sales promotion manager for May Co., L. A., for more than 11 years, and with Bonwit Teller and Bloomingdale's in New York.

ALVIN G. FLANAGAN, general manager of KCOP (TV) Los Angeles, has been elected to post of v.p. and general manager in charge of all operations for KCOP Television Inc., effective today (Jan. 5). In announcing promotion, Kenyon Brown, president of KCOP Television, said that Mr. Flanagan will also become stockholder in corporation.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

VIGOROUS EXPANDING ERIE



Get more business in this key port on the great St. Lawrence Seaway through

WICU-TV

CHANNEL 12

Affiliated with NBC & ABC Networks

One of America's top markets, Erie stands well above average in effective buying income. Above average also in food, drug and automotive sales. One medium sells the Greater Erie market completely—WICU-TV, marking its tenth anniversary of service to 380,400 television homes.

A tremendous industrial center—with 348 plants producing over $500,000,000 in manufactured products annually—Erie leads in growth-rate among Pennsylvania's big cities. And that growth will be accelerated by the St. Lawrence Seaway. Find out how WICU-TV is helping major advertisers get more business in this expanding market. Your Blair man has the facts. Ask him.

Effective January 1, 1959
WICU-TV announces
the appointment of

BLAIR TELEVISION ASSOCIATES
as national representatives

NEW YORK • CHICAGO • BOSTON • DETROIT • JACKSONVILLE
ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

ALREADY BOUGHT IN OVER 118 MARKETS!

- **BALLANTINE BEER** for 21 Eastern Markets
- **ST. LOUIS** Central Hardware
- **ARMOUR & CO.** in 7 Markets
- **LUBBOCK, TEX.** Furr's, Inc.
- **BIRMINGHAM** Burger-Phillips Dept. Store
- **HEILEMAN BEER** for Chicago and all of Wisconsin
- **CITIES SERVICE OIL** for Grand Rapids — Kalamazoo
- **NORFOLK** Midway Furniture
- **RAINBOW BAKING CO.** for Houston
- **CHARLESTON, S. C.** South Carolina Electric Co-Op
- **MISS GEORGIA DAIRIES** for Atlanta and Macon
- **ROANOKE, VA.** Adams Contsr. Co. and Ideal Laundry & Dry Cleaners

WISN-TV — Milwaukee
WHTN-TV — Huntington, W. Va.
WLW-T — Cincinnati
KID-TV — Idaho Falls
WCBS-TV — New York City
WALA-TV — Mobile
KOMO-TV — Seattle
KOLD-TV — Tucson
KHVH-TV — Honolulu
KEY-T— Santa Barbara
KGHL-TV — Billings

STATIONS, AGENCIES AND ADVERTISERS ARE RUSHING TO SIGN...

WFMJ-TV — Youngstown
KTSM-TV — El Paso
WLW-D — Dayton
KBAK-TV — Bakersfield
WTVJ — Miami
KTUL-TV — Tulsa
KLRJ-TV — Las Vegas
WSJV — Elkhart, Ind.
KSL-TV — Salt Lake City
WDSU-TV — New Orleans
WKY-TV — Oklahoma City
WICU-TV — Erie, Pa.
KVAR — Phoenix
WSM-TV — Nashville
KOVR — Stockton-Sacramento
KVOS-TV — Bellingham, Wash.
WFGA-TV — Jacksonville, Fla.
WLW-C — Columbus, O.
KPTV — Portland, Ore.
WLOS-TV — Asheville, N. C.
and many others

ZIV'S NEW HIT

DANE

A HERO

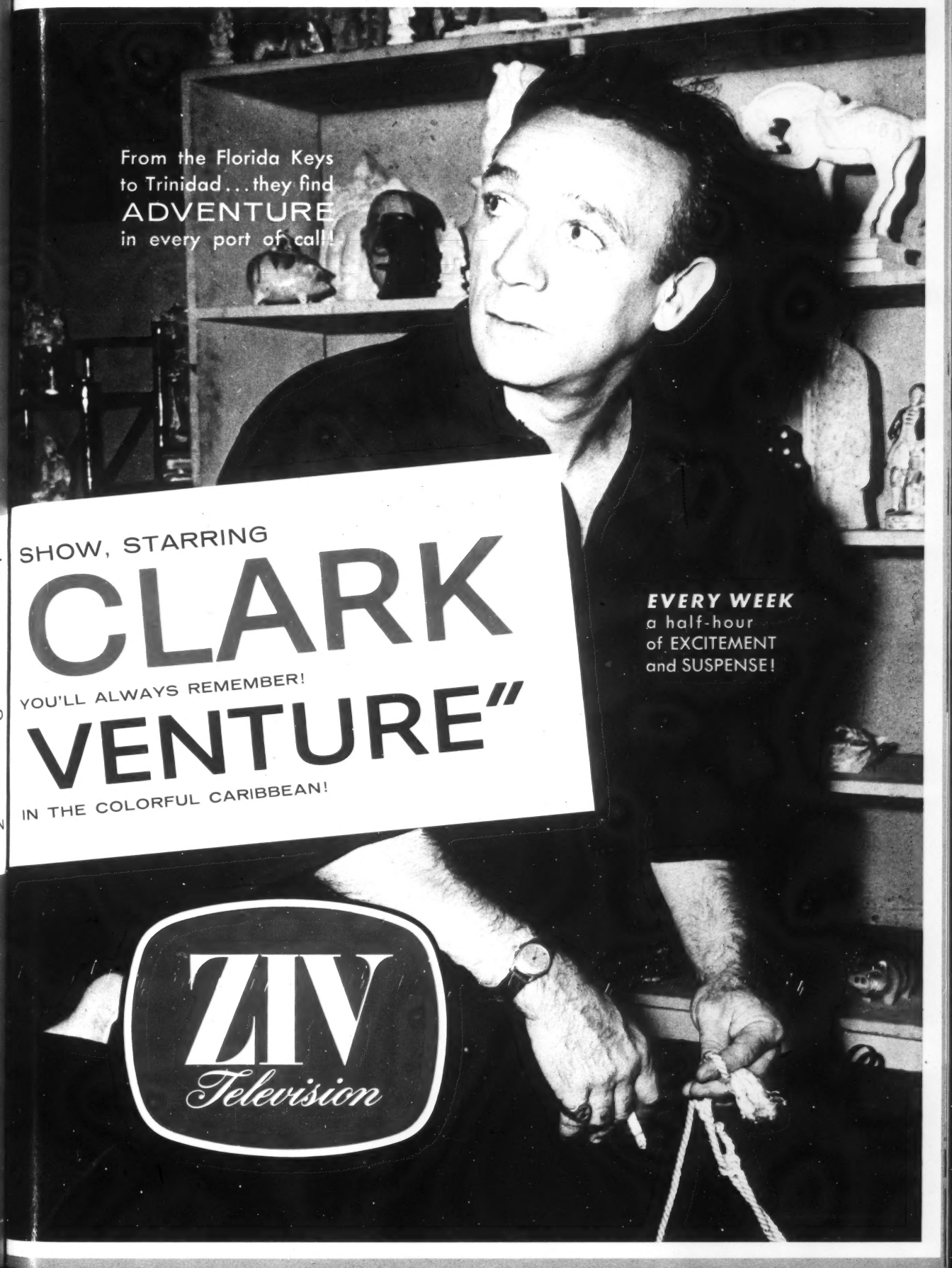
"BOLD

EXPLOSIVE ACTION

AND INTRODUCING

JOAN MARSHALL

A HEROINE YOU'LL NEVER FORGET!


From the Florida Keys
to Trinidad... they find
ADVENTURE
in every port of call!
SHOW, STARRING
CLARK
YOU'LL ALWAYS REMEMBER!
VENTURE"
IN THE COLORFUL CARIBBEAN!
EVERY WEEK
a half-hour
of EXCITEMENT
and SUSPENSE!
ZIV
Television

It's Easy

To Pick

A Winner

In Memphis

It's Channel 3 First By All Surveys

At WREC-TV the finest local programming is combined with the great shows of CBS Telcvision to constantly support our motto: "In Memphis There's More to SEE on Channel 3." Survey after survey proves it . . . so will the results of your advertising effort. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Sept. 7-Oct. 4 (Station Area)
WREC-TV	**201**	**240**	**279**
Sta. B	122	93	35
Sta. C	53	47	63

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

LETTER from the Editor and Publisher

IF you're one of our regular readers, you've already noticed that this issue is trimmed to a smaller page size than its predecessors.

It's a change that you have forced us to make. As more and more of you buy the magazine, the press run gets longer and longer. We are now running 23,000 copies per week. We expect to be running 25,000 soon. We must now convert to faster presses which won't accommodate pages as big as those we have used for the past 27 years.

We can't imagine any change we'd rather be forced to make. Every new subscription is reassurance that we are publishing the kind of magazine that people in television and radio want to read—a magazine tuned to the swift and changing currents of news in the most dynamic of all media.

With new press capacity we can continue to deliver more news while it still *is* news and articles that haven't been warmed over after their essentials have appeared somewhere else. In short, we'll be doing the same job we've always done—but better.

CHANGING page size also gives us a chance to make some other improvements, all intended to make BROADCASTING easier and faster to read.

Several old departments have been discontinued and their contents consolidated into fewer, but more meaningful, new departments.

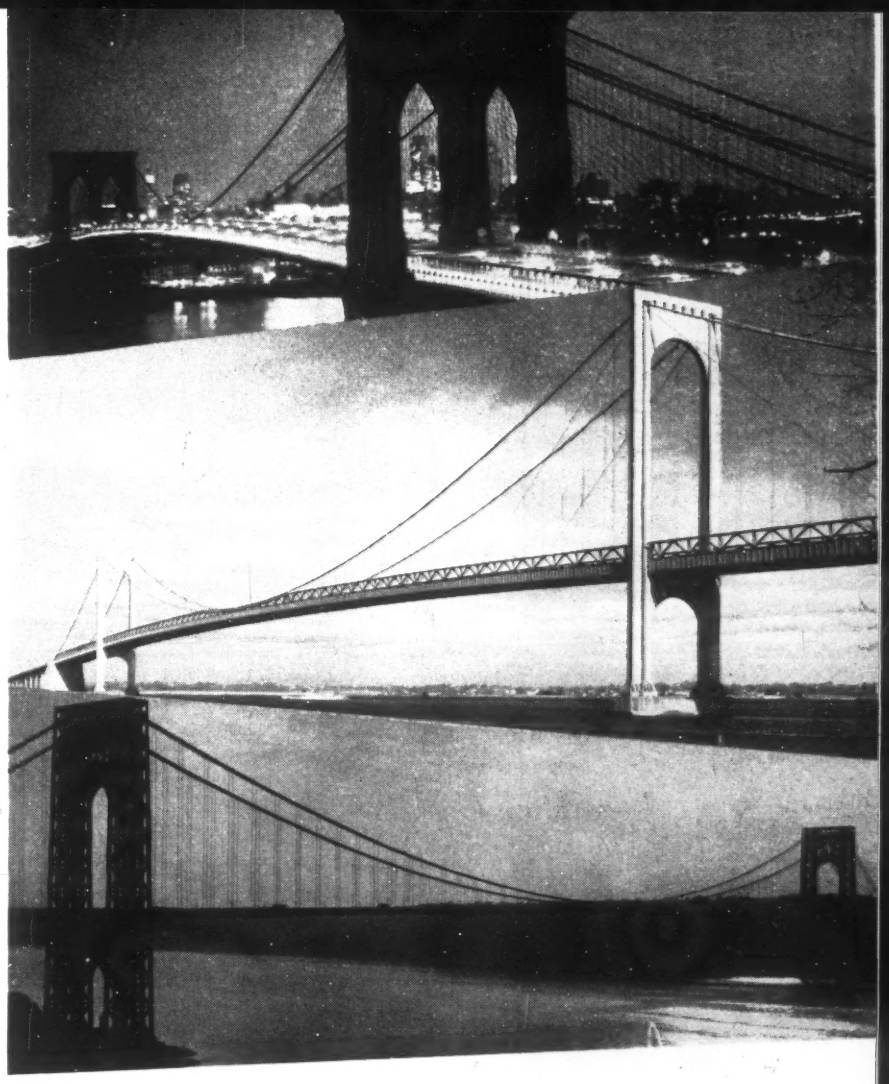
For example, you won't find a department named ADVERTISERS & AGENCIES in the new book, but you will find BROADCAST ADVERTISING. In the new department will appear all the kinds of stories that used to run in ADVERTISERS & AGENCIES plus other kinds that formerly ran in other discontinued departments like TRADE ASSOCIATIONS. All the stories that have to do with the use and users of television and radio as advertising vehicles will appear in BROADCAST ADVERTISING.

There have been other departmental consolidations. The index on page 7 gives the new names and locations.

In working within this new format it will be our purpose to provide a comprehensive weekly report of all the developments of significance in tv and radio, yet to distill the news to essentials in the knowledge that our readers lead uncommonly busy lives.

Sincerely,

Sol Taishoff



NO MATTER HOW YOU STACK'EM...

you'll find the best bridge to the huge New York audience is

WMCA

The Voice of New York

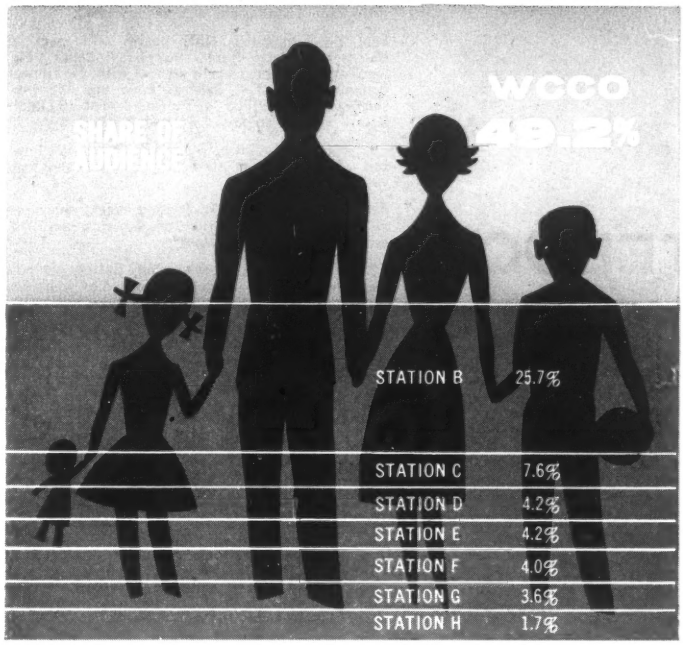
wmca 570 *First on 14,028,147 radio dials*

It's unanimous! Up in latest Pulse, Nielsen and Hooper!

No tolls when you call us collect, MUrray Hill 8-1500 or contact AM Radio Sales

PROOF OF ACCEPTANCE *From Latest Nielsen*

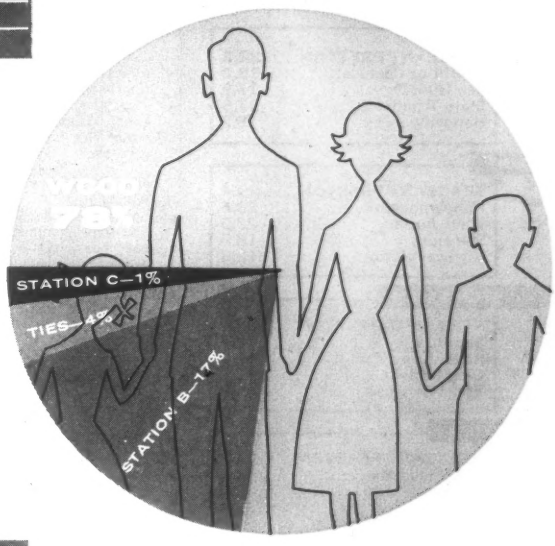
WCCO Radio has more listeners than the next five Minneapolis-St. Paul stations ...combined!



ONLY WCCO RADIO DELIVERS 49.2% SHARE OF AUDIENCE

More listeners . . . more acceptance than the next five stations combined. Total dominance for your product story.

Station total, 6 AM-Mid., 7-day week



78% METRO AREA QUARTER HOUR WINS

WCCO Radio captures four times more quarter-hours than all other stations combined.

Metro area, 6 AM-Mid., 7-day week

56.9% SHARE OF ADULTS

WCCO Radio delivers the listeners with the purchasing power . . . nearly one-third more adults than all other stations combined. Potent acceptance for your sales message.

Station total, 6 AM-Mid., Mon.—Fri.

Nothing sells like acceptance . . .* **WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, August, 1958

SERGEANT PRESTON of the YUKON

Leads the Rating Race in Market after Market!

BALTIMORE

Pulse, May, 1958

SERGEANT PRESTON	**31.3**
Highway Patrol	19.8
Silent Service	15.3
Sea Hunt	14.8
State Trooper	12.8

CLEVELAND

Pulse, March, 1958

SERGEANT PRESTON	**22.2**
Sheriff of Cochise	18.2
Sea Hunt	17.9
State Trooper	17.5
Honeymooners	15.2

FLINT

ARB, Jan., 1958

SERGEANT PRESTON	**29.4**
Honeymooners	23.6
Whirlybirds	22.5
Sea Hunt	18.8
Highway Patrol	12.3

WINSTON-SALEM

ARB, April, 1958

SERGEANT PRESTON	**27.3**
Sea Hunt	22.5
Adventure Scott Island	17.3
Gray Ghost	12.4
Silent Service	4.8

NEW YORK

Arbitron, 9/25/58

SERGEANT PRESTON	**16.6**
State Trooper	14.5
Highway Patrol	9.6
Silent Service	6.4
Sheriff of Cochise	3.6

PROVIDENCE

Pulse, Jan., 1958

SERGEANT PRESTON	**29.8**
Harbor Command	27.3
Highway Patrol	25.8
Silent Service	21.8
Twenty-Six Men	19.3

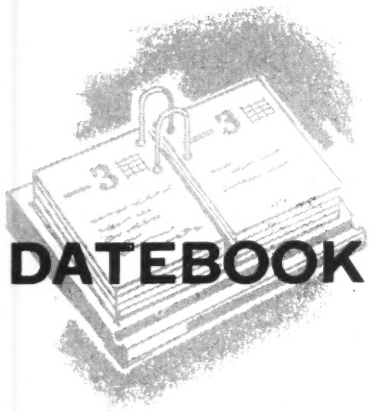
SYRACUSE

ARB, Feb., 1958

SERGEANT PRESTON	**36.3**
Silent Service	34.9
Sea Hunt	31.7
Sheriff of Cochise	21.9
Highway Patrol	21.5

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N. Y. 22 • PLaza 5-2100



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

JANUARY

Jan. 6—Special meeting of interested taxpayers called by **Federal Excise Tax Council** to plan joint effort to obtain Congressional hearing of new Internal Revenue Service ruling on co-op advertising. Washington.

Jan. 6—**Radio & Television Executives Society** resumes its weekly Timebuying & Selling Seminars (luncheon, 12:15 p.m., Hawaiian Room, Hotel Lexington, New York). Topic, "The Media-Marketing Team." Speaker is Newman F. McEvoy, senior vice president, Cunningham & Walsh. Seminars each Tuesday until March 24.

Jan. 7—A new **Congress**, the 86th, convenes in Washington. All legislation introduced in the 85th Congress is dead but much will be reintroduced and some committees will submit reports based on past hearings. A new rash of investigations may develop.

Jan. 16-17—National board meeting of **American Women in Radio & Television**, Waldorf-Astoria, New York.

Jan. 16-17—**Mutual Advertising Agency Network**, quarterly business meeting and administrative workshop, Plaza Hotel, New York.

Jan. 17—**Oklahoma Broadcasters Assn.**, winter meeting, Hotel Will Rogers, Claremore. Rep. Ed Edmondson (R-Okla.) will be principal speaker; his talk will be fed over a 40-station state radio hookup. KWPR Claremore is host station.

Jan. 17-18—Seventh annual meeting of **Retail Advertising Council**, Palmer House, Chicago.

Jan. 18-21—**Newspaper Advertising Executives Assn.**, annual convention, Edgewater Beach Hotel, Chicago.

Jan. 20—**Screen Producers Guild** awards dinner, Beverly Hilton Hotel, Los Angeles.

Jan. 23-25—Mid-winter conference of **Advertising Assn. of the West**, Rickey's Studio Inn, San Jose, Calif.

Jan. 23-25—**American Women in Radio & Television** (Great Lakes area) will meet in Detroit.

Jan. 27-29—**South Carolina Radio & Television Broadcasters Assn.**, winter convention, Hotel Wade Hampton, Columbia. Members of General Assembly will be entertained at Jan. 28 banquet.

Jan. 28-29—**Georgia Radio & Tv Institute**, sponsored by Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, at Athens.

Jan. 29—Cooperative advertising workshop, **Assn. of National Advertisers**, Hotel Pierre, New York.

FEBRUARY

Feb. 1-6—Winter meeting of **American Institute of Electrical Engineers**, Statler Hilton Hotel, New York, includes four sessions devoted to radio and tv experiments and operations. NBC and CBS video tape installations will be described.

Feb. 2-6—Combined **NAB boards** will meet at Hollywood Beach Hotel, Hollywood Beach, Fla. Semi-annual session opens Feb. 2 with Tv Finance Committee; Feb. 3, General Fund and Membership Committees; Feb. 4, Tv Board; Feb. 5, Radio Board; Feb. 6, combined Tv and Radio Boards.

Feb. 5-8—**Hi-fi Show**, Shoreham Hotel, Washington. The newest in stereo and reproducing gear will be on display.

Feb. 8-14—**National Advertising Week**, sponsored by Advertising Federation of America and Advertising Assn. of the West.

Feb. 17-20—**Audio Engineering Society**, annual western convention, Hotel Biltmore, Los Angeles.

Feb. 24-25—**NAB Conference of State Broadcaster Assn. Presidents.** Annual meeting and conferences with legislators. Shoreham Hotel, Washington. A feature of the final day will be the annual Voice of Democracy awards luncheon.

MARCH

March 15-18—**NAB's annual convention** at the Conrad Hilton Hotel, Chicago. Exhibits open; non-agenda meetings scheduled March 15. Formal sessions open at noon March 16 with keynote speech by Robert W. Sarnoff and continue through March 18. Tentatively scheduled—address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual **NAB Engineering Conference**, with several joint management-technical sessions, will be held concurrently with convention in the same hotel.

March 18-20—Quarterly conference, **Electronic Industries Assn.**, Statler-Hilton Hotel, Washington.

March 23-26—National convention, **Institute of Radio Engineers**, Waldorf-Astoria, New York. The nation's leading electronic scientists will attend.

APRIL

April 6-9—**National Premium Buyers**, 26th annual exposition, Navy Pier, Chicago. **Premium Advertising Assn. of America** will meet April 7, same site.

April 12-14—**Assn. of National Advertisers**, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 20-23—American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 23-25—**Western States Advertising Agencies Assn.**, ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

April 30-May 3—**Assn. of Women in Radio & Television**, annual national convention, Waldorf-Astoria Hotel, New York.

April 30-May 3—4th district, **Advertising Federation of America**, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—**National Radio Month** opens.

May 4-6—**Assn. of Canadian Advertisers**, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—**Society of Motion Picture & Tv Engineers**, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla.

May 20-22—**Assn. of National Advertisers**, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-23—**Electronic Industries Assn.**, annual convention, Sheraton Hotel, Chicago.

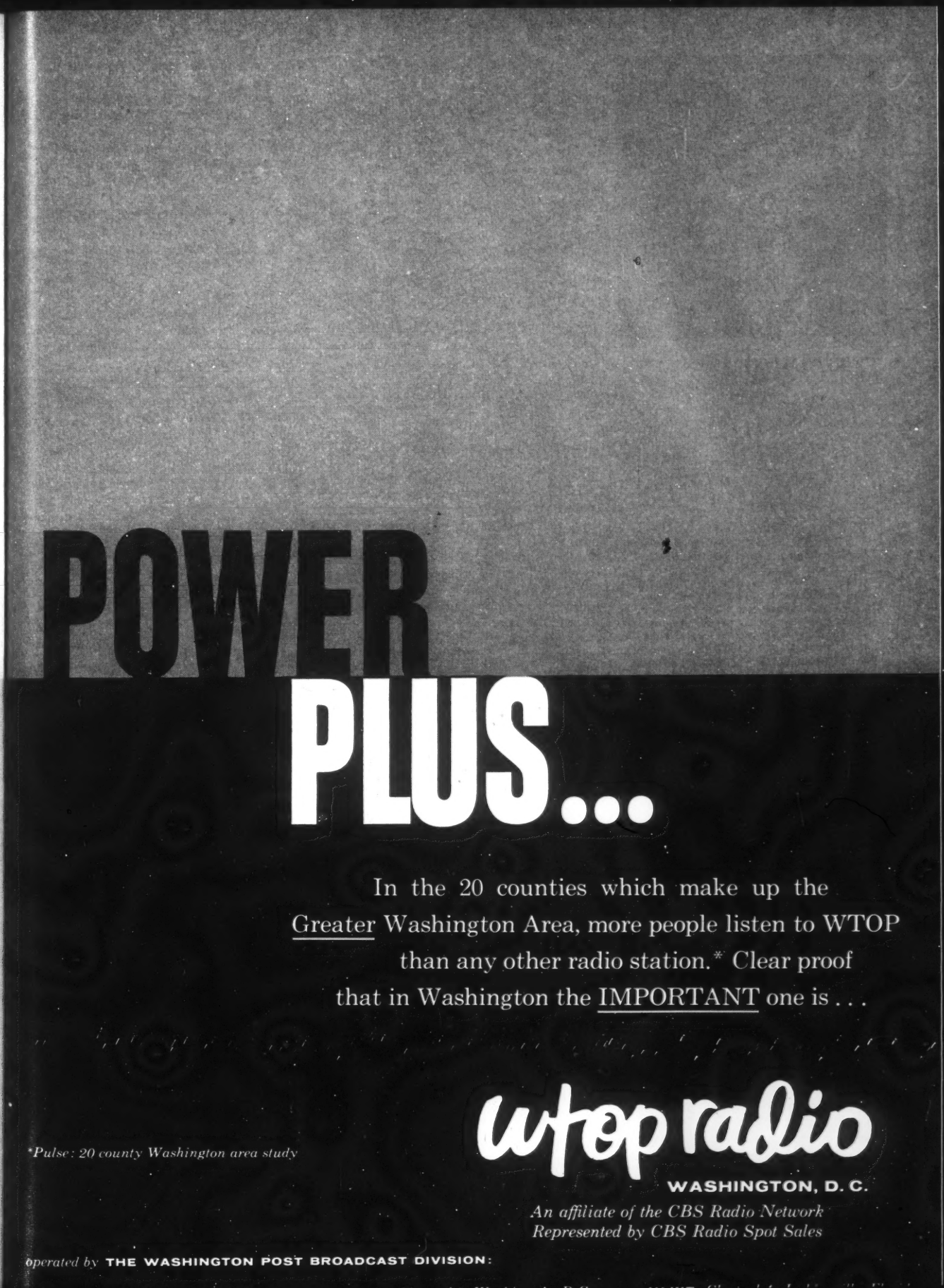
JUNE

June 7-10—**Advertising Federation of America**, annual convention, Hotel Leamington, Minneapolis.

June 12-16—**National Federation of Advertising Agencies**, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17—**National Industrial Advertisers Assn.**, national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 28-July 2—**Advertising Assn. of the West**, annual convention, Tahoe Tavern, Tahoe City, Calif.


POWER
PLUS...
In the 20 counties which make up the Greater Washington Area, more people listen to WTOP than any other radio station.* Clear proof that in Washington the IMPORTANT one is . . .
*Pulse: 20 county Washington area study
wtop radio
WASHINGTON, D. C.
An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales
operated by THE WASHINGTON POST BROADCAST DIVISION:

ΠΡΟΣΤΑΤΗΣ

JUNO

PROTECTOR OF WIVES

JUNO (Gr.—Hera), the wife of Jupiter, was assigned by the Greeks the chore of looking after married women. Frankly, we don't see how she had much time to give to the job, busy as she was checking out her suspicions about Jupiter and his various amours. No matter—whenever a Greek helpmeet found things a bit sticky around the old homestead, she turned to Juno with an appeal for help. Evidently Juno's concern for wives paid off, as she was much venerated.

But Juno can't hold a candle to the concern we at WCKY feel for housewives—*Cincinnati* housewives, that is. We spend our days entertaining them with good music, giving them the latest news and special features, because we know that housewives control the family purse, and spend the major portion of family money. As a result, WCKY has a large audience of housewives. The June-July '58 Nielsen showed that 73% of our audience is composed of housewives, who lend an attentive ear to sponsors' messages, and that's why smart sponsors such as Kroger and Albers (the two largest food chains here) buy WCKY.

. . . . . And if you want to sell Cincinnati housewives your product, don't call Juno—call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who'll show you that WCKY is your best buy to reach Cincinnati housewives.

WCKY

50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

OPEN MIKE

Any book readers?

EDITOR:

The weekly Sindlinger reports on "How People Spend Their Time" is extremely interesting, but please, doesn't anybody read a book?

If they don't, then in my case alone, many thousands of people have laid out $3.95 for a table decoration.

J. Harvey Howells
7342 Cameo St.
New Orleans 24, La.

[EDITOR'S NOTE: Mr. Howells' address during business hours is Fitzgerald Adv., New Orleans. He is author of a novel, "The Big Company Look," which one can buy from Doubleday & Co. for $3.95. Sindlinger does include book reading in its complete report which one can buy from that firm in Ridley Park, Pa. BROADCASTING'S exclusive extract covers only media activities, omits books.]

Impact 'impressive'

EDITOR:

If ever we had reason to doubt the quality of readership of BROADCASTING, our recent mail has removed such doubts.

Since your Dec. 8 issue in which you carried the article "Men plus Machines equals Research," we have received inquiries from broadcasters and agencies throughout the country. Many were from the research directors of the top stations in the country.

We are truly impressed and we have a healthy respect for the quality of your readership.

Frank J. Bates
Vice President
Predictive & Integrative Research
Beverly Hills, Calif.

Gans' views on fm a hit

EDITOR:

The MONDAY MEMO written by Joe Gans pertaining to fm [Dec. 15] is in my opinion one of the most helpful items concerning this medium yet to be penned. Mr. Gans to my knowledge is the first national timebuyer to openly admit that he has used fm for his clients and has been successful.

In recent months we have all read numerous articles on fm's growth and projected bright future. This medium can live up to these promises of a bright future only if more timebuyers follow Joe Gans' example and throw away the rating surveys and test-buy fm stations around the country. There is no reason to believe that if Mr. Gans has been successful buying fm other timebuyers would not meet with equal results.

Karl S. Kritz
WPFM (FM) Providence, R.I.

EDITOR:

We are very much interested in the MONDAY MEMO by Joe Gans . . . Will you be kind enough to forward to us 100 copies of this article . . .

Raymond S. Green
Executive Vice President
WFLN Philadelphia

EDITOR:

The members of the sales staff of KSFM are interested in obtaining a number of copies of the Joe Gans article. We would like to know the minimum lot that we may order and the cost . . .

Bruce M. Dougherty Jr.
Advertising & Sales
KSFM (FM) Dallas, Tex.

[EDITOR'S NOTE: Reprints are 5¢ each.]

Muppets are traveling

EDITOR:

Our client, La Touraine, is running a television campaign in Boston featuring the Muppets described in your Dec. 15 issue. We would appreciate your sending us as soon as possible 25 reprints of your article on the Muppets, which were used on Washington television by Wilkins Coffee.

John P. Hoag Jr.
Hoag & Provandie Inc.
Boston

[EDITOR'S NOTE: Reprints are 10¢ each.]

Offers few more facts

EDITOR:

May I point out that your otherwise commendable item [page 63, Dec. 15] about the Ford Tractor closed-circuit television program coming up Feb. 3 does not tell quite the complete story?

Although NBC-TV production facilities on the West Coast are being used, the actual producer of the show is Haford Kerbawy and TelePrompTer Corp's. Group Communication Div. is providing the network and the large screen closed-circuit television facilities.

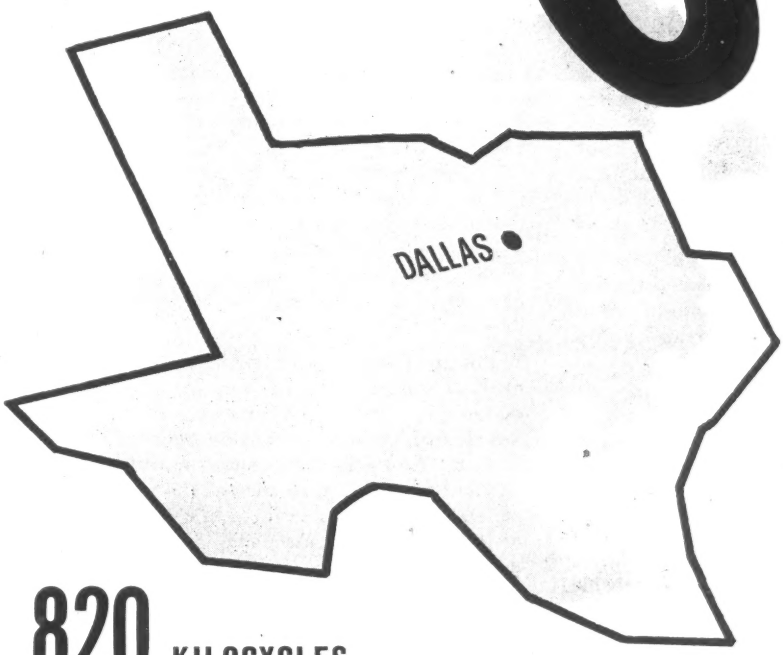
Alfred N. Greenberg
TelePrompTer Corp.
New York

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

THERE'S A DIFFERENCE IN WHAT A 50 KW CAN DELIVER!



Since 1929 the 50,000 watt *clear channel* signal of WFAA RADIO has beamed its way across the vast expanse of Texas and adjacent states. It is the *biggest* single audience buy in Texas today! And for a closer look at the days to come, let your PETRYMAN bring you up to date visually on the 1959 coverage picture.

820 KILOCYCLES

REPORTABLE COVERAGE: **209 COUNTIES**

MONTHLY AUDIENCE. **591,740 HOMES**

WEEKLY AUDIENCE: **544,000 HOMES**

SOURCE: A. C. NIELSEN

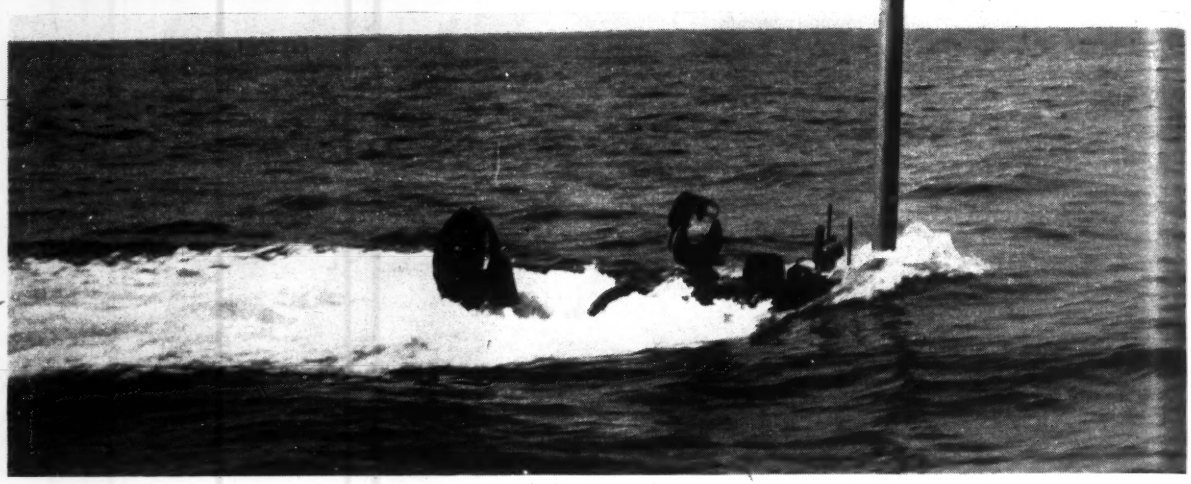
TEXAS QUALITY NETWORK

MEMBER STATION

WFAA
820 • 570
50 000 WATTS 5000 WATTS
D A L L A S
NBC • ABC

A television service of The Dallas Morning News
Edward Petry & Co., National Representative

. . . FOR THE SAME REASON, THEY P



The only logical way you can see where you're going is to look ahead of you. This wisdom is just as profound for people in the business of broadcast advertising as for navigators of submarines. Probably more so, since the deeps and shallows of our national economy in the year ahead are necessarily a matter of uncharted conjecture.

What are the potentials of 1959? More pertinently, what do they mean to you and everyone concerned with the continued health of television and radio advertising during the next 12 months?

Can 1959 be expected to take up where 1958 leaves off? Has the recurring bugaboo of recession been by-passed or merely shelved? Will consumers be confident to spend more of the unprecedented savings amassed during 1958 — and advertising budgets be scaled to tap their enormous buying potential?

Are the electronic media likely to increase their share of the U. S. advertising dollar? What changes seem probable in the general landscape of television . . . of radio . . . of marketing techniques . . . of audience preferences and the ways of evaluating them? How do the experts look to the new year; what do they say and why do they say it?

Answering these questions calls for either the gift of prophecy — or the gift of interpretative analysis based upon solid knowledge of what you're analyzing.

In short, it calls for ***perspective.***

And this is exactly what a special issue of BROADCASTING Magazine, scheduled for publication next February 9, will be called . . . "PERSPECTIVE '59". Within its many pages will be the assembly of facts that not only evaluate 1958's accomplishments, but also the projection of trends forward into the new, enigmatic year of 1959.

Among all publications which purport to speak for the electronic media, only BROADCASTING is equipped by skills, by staff, by insight and foresight, by years of growing-up with television and radio alike to attempt such comprehensive analysis of what conceivably lies ahead.

When you — like the most important decision-makers in TV-radio advertising — open your copy of "PERSPECTIVE '59", in early February, the least evident thing about it will be the many weeks of concentrated effort exerted by BROADCASTING's editors in quest of everything worth weighing against the future of broadcast advertising. Instead, you will find a completeness of factual content to be kept, studied, read and re-read for many months after its issue date.

Within the framework of anything so compelling, so definitely a working tool of working advertising men, the opportunity for telling *your* own message is as rich as a new-found claim of uranium-bearing ore! Through BROADCASTING — in *any* issue — you command a *PAID* circulation greater than that of the next three TV-radio papers combined. But, with "PERSPECTIVE '59", the bonus of readership and "pass-along" and *re*-readership is wellnigh like winning the sweepstakes.

If you haven't reserved space yet in "PERSPECTIVE '59", we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places!

FACTS?

HERE THEY ARE:

DEADLINE: January 26 for proofs; final deadline, January 30.

RATES: No inflation here. For so much more, the cost is the same as any of BROADCASTING's 51 other issues of the year!

WARNING: Don't forget that BROADCASTING's page size goes to a 7-by10-inch format with the start of the year. Check any BROADCASTING office for complete mechanical details.

RESERVATIONS: No time like now. Wire or phone us collect to make sure you'll be represented the way you want, with good position.

PUT PERISCOPES ON SUBMARINES!

INVENTORY—1959...

Within this single issue of BROADCASTING, almost 22,000 *PAID* subscribers representing TV-&-radio's most influential people will be reading *the most complete . . . the most authoritative . . .* report, diagnosis and forecast of the broadcast advertising status obtainable anywhere. "PERSPECTIVE '59" will bring them (and you) such important features as these:

- **a comprehensive boxscore of estimated TV and radio net time sales—local, spot and network — for 1958, as compiled by BROADCASTING (and contrasted with totals for previous years).**
- **a thorough analysis of how TV and radio advertising volume in 1959 will probably parallel general economic trends — a resume evolved from the considered opinions of such expert analysts as J. Walter Thompson's Arno Johnson, TV-radio forecaster Richard P. Doherty, etc. (Hint: 1959's outlook is better than 1958's.)**
- **a situation report on the attitudes of television and radio audiences, as seen through the eyes (and investigations) of A. C. Nielsen — an analysis accompanied by graphic progress charts.**
- **informed reports by the heads of the two big media promotion bureaus working for television and radio — the by-lined outlooks of TvB's President Norman Cash and RAB's President Kevin Sweeney.**
- **an examination of the TV film situation . . . whether 1959 will see a shortage of new feature film material . . . what and which pilot films are in the works . . . how big the TV film business really is (and will be in 1959) . . . the facts about all major TV film syndicators.**
- **a look at how videotape is revolutionizing television production — and where it is likely to go during the year ahead — with some side considerations about labor repercussions.**
- **a report on the sturdy resurrection of FM broadcasting, and the factors which again are making it a medium to be reckoned with.**
- **a factual view of technical advances during the past year — with some far-seeing investigations of what the space age technocracy may hold for trans-ocean broadcasting of TV signals and wide-coverage FM relays.**

THESE, AND OTHER IMPORTANT CONTENTS, will make "PERSPECTIVE '59" an exhaustive, provocative inquiry into every area of broadcast advertising activity upon which the success of TV and radio in 1959 depends. *Nowhere else will facts of such scope and authority be available!* And no single issue of any TV-radio business publication will command the attention or interest to be earned by "PERSPECTIVE '59".

THE COROLLARY IS OBVIOUS! If *you* are part of the broadcast media picture, don't get left out of this one. The people whose time-buying plans determine your future will spend more time than ever with this issue. Why shouldn't they read about *you* while they're doing it?

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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* Reg. U. S. Patent Office

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13
WGAN-TV
Portland, Maine

Represented by Avery-Knodel, Inc.

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV
TERRE HAUTE
INDIANA
Channel 10

**Basis: 1958 Fall Schedule*

Bolling Co., New York · Chicago
Dallas · Los Angeles
San Francisco · Boston

Publisher's Note—This is an advertisement, but one of such unusual character we are glad to be a sponsor of it.

Persuaders in the Public Interest

The story of a little-known band of men and women who created a Hundred Million Dollar Non-Profit Trust that works for the public good

By Jason Weems

Last summer, a father, driving his vacationing family through one of our great national forests, pulled up for the view where a mountain road looked down on a deep, wooded canyon.

Filling his pipe, he flared a kitchen match with his thumbnail, in the Western manner.

"Hey, Pop," cried his eight-year-old son, "don't throw that match out the window, break it. You know what Smokey the Bear says."

Smokey has been urging people to take such precautions against starting forest fires for 16 years. You've probably seen his messages on posters, on TV, or in print. Or heard them on the radio.

Smokey, who now lives in the Washington, D. C., zoo, was a real-life bear cub. A forest ranger found him wandering in the smoke of a forest fire which had consumed his mother. Advertising men dressed him up in print as a forest ranger and made him the greatest fire fighter of them all.

As a result of his efforts, the U.S. Forest Service estimates that, since 1942, 600,000 forest fires *did not start;* 260 million acres of timber *did not burn;* and nearly 10 billion dollars of damage *was not done!*

Who Made Smokey a Hero Fire Fighter?

Smokey got his start in the fire-fighting business in 1942 when the U.S. Forest Service called for help from a unique business organization called The Advertising Council.

You've probably never heard of The Advertising Council, but it is unlikely that a day passes in which you are not exposed to the persuasive messages, prepared and disseminated under its auspices, on the air or in print. This is a good thing for you, and for your country.

It all started when an advertising man had lunch with a Princeton professor and three officers of the Rockefeller Foundation in New York. This was in the spring of 1941.

The Adman Stuck His Neck Out

The professor was doing research in communications under a Rockefeller grant, so the lunch table talk naturally turned to the art, or science, of communication. That was when the adman stuck his neck out.

He said all foundations were making two mistakes in policy. First, they spent most of their money on the *increase* of knowledge and very little on the distribution of it. Second, when they did spend money on the distribution of knowledge, they used old-fashioned horse-and-buggy methods, and ignored the modern high-speed effectiveness of motion pictures, broadcasting, and advertising.

Seeing a responsive gleam in the eyes of the late, great Dr. Alan Gregg, world-wide student of medical problems for the Rockefeller Foundation, the advertising man went on to elaborate his idea in terms of what advertising could do to spread new medical knowledge among all the people.

Persuasion for the Public Welfare

His convictions, widely shared by many advertising men at that time, boiled down to this:

1. American advertising facilities and techniques had become the most effective means for the communication of new knowledge, and for persuasion to use it, which the world had ever seen.

2. This means of communication could be used just as effectively in the public interest as it was being used in the private interest.

3. Advertising being a communication facility developed by business, business itself might well consider making it available for public welfare projects and organizations.

Out of these convictions The Advertising Council was born in Novem-

TURN PAGE

ABOUT THE AUTHOR—Jason Weems is the pen name for one of America's most versatile men. He has been successful as a Bible salesman, a printer, an advertising writer, a book and magazine publisher, a government official, the head of a social science research laboratory and consultant to a large Foundation. He is the author of several books.

ber, 1941. Its initial organizers and financial supporters were the six official organizations of national advertisers, of magazine, newspaper, radio, and outdoor media owners, and of advertising agencies.

It had barely been organized when it was called upon to play a greater role than any of its founders had envisioned.

The Stab in the Back

On December 7, 1941, the Japanese struck Pearl Harbor. A country at war found itself faced with vast new problems which could be met only with the cooperation of all the people.

Scrap metals, rubber and paper were needed in vast quantities, and they had to be gathered up from every farmyard and city cellar.

Fats and wheat had to be saved to send to our allies.

War Bonds had to be sold.

Merchant seamen, WACS, WAVES, and nurses had to be recruited.

Victory gardens had to be planted.

Altogether, before the war was over, civilians had to be persuaded to do more than one hundred things like this.

Great Britain, faced with the same problems, had turned to paid government advertising to help solve them. This made the government by far the biggest, and almost the only, advertiser in the country. Some felt this was a potential threat to freedom of the press.

America Chose a Better Way

Our government turned to the newly formed Advertising Council, which quickly became the War Advertising Council.

The Council called for volunteers. Advertising agencies supplied talented people to prepare the messages needed. Advertisers, magazines, newspapers, radio stations, and outdoor poster companies supplied advertising time and space to carry the messages to the country.

All these interests responded through the War Advertising Council. America responded to the messages.

By the end of the war, more than *One Billion Dollars'* worth of government messages had been published and broadcast as a contribution of American business to the war effort.

The results proved what advertising men had long believed: that advertising could as effectively inform and persuade people to act in the public interest as it had in their private interest.

Waging the Peace

When the war ended, many in the War Advertising Council thought its usefulness was over. There were more who felt that the instrument of public information, which the Council had created, was far too valuable to be reserved for war.

The government still had jobs of public information which needed doing . . . such as forest fire prevention, and the sale of Savings Bonds; and there was the original Council concept of broad public service such as assisting the work of the Red Cross, CARE, March of Dimes, the National Safety Council, and many others. The word "War" was dropped from the name, and The Advertising Council continued. But here it faced a new problem.

Who Decides What's in the Public Interest?

Under the imperatives of war there was no question about what projects the Council should undertake, but when it came to non-governmental organizations and non-war projects of government departments, who was to determine which ones were in the public interest?

The businessmen who were the financial supporters and operators of the Council's facilities did not feel it was in the public interest that they alone should decide such questions.

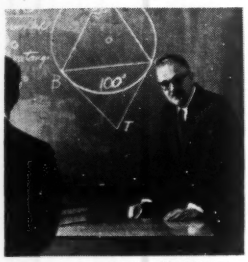
As a result, a Public Policy Committee was created. This was a group of 20 of America's most distinguished citizens with backgrounds and experience in various areas of American life. One of the first to accept an invitation to serve was Dr. Alan Gregg, who remembered the luncheon where he first heard how advertising might help solve some health problems.

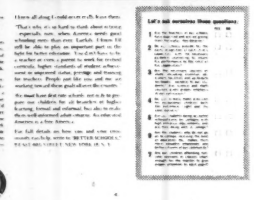
On this page you'll find a list of the men and women who serve, without pay, on this Public Policy Committee. They are drawn from business, labor, education, agriculture, the religions, medicine and public affairs. They represent no one but themselves and the best interests of their country, as they see them.

When a project is presented for The Advertising Council's support, the Board of Directors first decides whether or not it can benefit from broad national advertising. If they decide it can, it goes to the Public Policy Committee which votes on whether or not it is importantly in the public interest. The Public Pol-

"42 years with chalk on my sleeve"

The story of a man who was a national hero for 42 years and never knew it!





AMERICA'S LEADERSHIP DEPENDS ON FIRST-RATE SCHOOLS

BETTER SCHOOLS—In 1958, State School Committees increased in numbers and Parent-Teachers Association membership rose. Citizen concern about our schools and what they teach is at a new high level.

Public Policy Committee
of The Advertising Council

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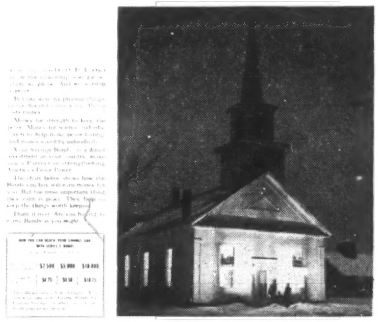

Ad from the current Treasury Bond campaign. Started at the outset of World War II, it is the oldest continuing campaign on the Council's docket.

icy Committee must approve the project by a three-fourths vote before the Council will tackle it.

What Kind of Projects Are Approved?

Since the War, The Advertising Council, with the approval of the Public Policy Committee, has presented numerous national problems for your information and consideration, and programs for your support and action.

There are emergency programs, such as appeals of the Red Cross for disaster funds.

There are periodic programs, such as the one called "Religion in American Life", which reminds you of the strength to be drawn from attendance at your church or synagogue. (Gallup polls have shown a steady increase in attendance at religious services since this program started.)

Other programs, such as Forest Fire Prevention, have been continuous over a period of years. One is the Stop Accidents campaign for the National Safety Council. It has helped bring the traffic toll to a new low per vehicle-miles traveled. Still another is the drive for Better Schools, which has stimulated formation of State School Committees, and increased membership in Parent-Teachers Associations. Result: citizen concern about our schools and what they teach is at a new high level.

One of the largest and oldest is the campaign in support of the U. S. Treasury for the sale of Savings Bonds. You have probably responded to both your own and your country's benefit.

Doesn't Wait to be Asked

When the Council sees a developing national need which calls for the help of better public information, it tries to get a program started.

A recent example was creating and getting support for a program of "Confidence in a Growing America" in the spring of 1958. Twenty million dollars' worth of advertising time and space told Americans why they were justified in having such confidence. This helped avert the development of a "depression" psychology. Government, economic and business leaders say it helped reverse the downswing of last spring.

More Than 100 Million Dollars a Year

Altogether, the programs of The Advertising Council get more than 100 million dollars' worth of support every year.

The support comes from American corporations, large and small. It comes from owners of magazines, newspapers, television and radio stations, outdoor and transit advertising facilities. It comes from the volunteered talent of America's leading advertising agencies.

Most of it is represented by donations of advertising time and space. But there's also cash to support the necessary staff work of the Council and some of the programs it originates.

A great deal of it results from the devoted services of a group of some 70 of America's leading corporation officers who serve the Council, without pay, as its Industries Advisory Committee.

* * *

The next time you hear from Smokey the Bear, you might like to remember the uniquely American institution that put the words in his mouth for the good of us all.

The Advertising Council demonstrates by actions, not words, the social responsibility of American business and the power of advertising in the public interest.

Even more important, it has proved that Americans will move to solve the problems of their society with intelligence, sacrifice, and courage whenever they are adequately informed of these problems and persuaded that they need solving.

Traffic fatality rate reduced 40%

Public interest in schools greatly increased

Ownership of U.S. Savings Bonds at all-time high

Church and synagogue attendance rises

Help to stop depression psychology

Annual Campaign during March drive

Promotes greater public understanding

Good Neighborhoods are our Nation's strength

Aided the attack on paralytic polio

To combat crisis in colleges

Helps 2100 United Funds and Community Chests

Register, Vote and Contribute

Religious overseas aid through three major faiths

"Truth Dollars" for Radio Free Europe

The Advertising Council . . . for public service

If you would like to know more about this work, this magazine suggests you write for a free booklet to The Advertising Council, 25 W. 45th St., New York 36, New York.

From Top of the Six's to the Top Six.

Odd how numbers get tossed around these days. Newest caravansary for agency staffers and distaffers in Gotham is Top of the Six's. Mr. Howard, maitre de at the numerically named water hole, tells us that numbers are the stuff of which chit chat is made at 666 Fifth.

And at the Top of the Six's, they're talking about the six that top Maine—the Hildreth Stations, of course. Now, there's a six buy that really clicks with sales-minded buyers up and down Madison, North Michigan or Wilshire.

Hildreth Radio serves up the top three markets—Portland, Bangor and Aroostook County—garnished with a tasty low cost per thousand. And Hildreth Television covers Northeastern Maine like it owned the region. (Rating-wise it does!)

Says Mr. Howard: "The wise buyer who goes by the numbers comes here for away-from-the-shop talk. And he turns to the six Hildreth Stations when he wants to pitch high sales curves Down East."

check your

Hildreth Stations

wabi AM TV / wabm / wagm AM TV / wpor

BANGOR HOULTON PRESQUE ISLE PORTLAND

HORACE A. HILDRETH, PRESIDENT
LEON P. GORMAN, JR., EXECUTIVE V. P.
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Represented by:
GEORGE P. HOLLINGBERY—Nationally
KETTELL-CARTER—in New England

MONDAY MEMO

from **WILLIAM B. TEMPLETON,** *vice president and tv-radio director, Bryan Houston Inc., New York*

The essential ingredient in shows is showmanship . . .

Does tv programming today represent mediocrity?

Yes! And unlike some of the critics who have leveled all their ammunition at the networks, I believe agencies in general have allowed this condition to exist by ignoring their full responsibilities to the medium. They cannot be treated lightly. They are a definite obligation. What responsibilities? Timebuying? Research? Contract negotiations? By all means, but most importantly—programming!

There's little question but that much of today's tv programming is mediocre when compared with the exciting fare of earlier seasons. The great number of recent programs that lived only 13 or 26 weeks before replacement is glaring evidence of this fact. Yet, a short-run program is far costlier for a sponsor than one around which he can plan a year's exploitation and sales strategy. It takes time before a tv program develops its peak impact and 13 weeks are rarely enough.

In this day of high and ever-increasing tv costs, agencies owe it to their clients to have competent showmen upon whose experience they can rely in selecting programs.

There are two kinds of showmen, bad ones and good ones. The bad ones trade mainly on one or two successes, but their average is below par. The good showman will have quite a few outstanding successes and even though he may not always be right, his average consistently will be above par. This kind of showman derives his know-how from his years of actual experience and association in his specific field: Entertainment. It is this experience that gives him that certain "feeling," that instinct upon which to base his judgment. Knowing what the mass audience likes and sensing a change in popular taste are those indefinable qualities that a true showman can offer as insurance to sponsors against loss of valuable dollars through ineffective programming.

Programming by Default • But how many agencies have such showmen? Or, if they do, actually use them effectively? More and more I hear reports from various agency people of so-called "jury pilot screenings" where members from virtually every department attend and offer comments and criticisms. After viewing several pilots, a pool of the comments indicates no outstanding approval of any single pilot, so two or more are chosen for screening to the client. Consequently, with no solid recommendation from the agency, the client becomes involved in an elimination contest and a program ends up on the air by default.

Client screening itself can add confusion to this system of program selection. Television, being such a prime selling vehicle, receives the attention of not only the advertising director but the heads of sales, marketing and merchandising as well. Their comments can be extremely valid in pinpointing negative elements in a program that would hinder their sales objectives. But such comments, valid as they are, seldom have anything to do with the value of the show in terms of consumer interest.

Competence Respected • We have found that clients do not want yes men. They respect competence and are only too anxious to be sold off their objections if it results in successful programming. I was told of a good example of this regarding the recent trend in westerns. After practically a year of rampant criticism regarding the number of horse operas on the air, they became a program classification to shy away from. However, one agency after viewing a new western show submitted it to its client for sponsorship. The client expressed his objections: They would be getting in on a downward trend. Every columnist was lampooning horse and saddle shows and the public in general had had its fill and would not watch. However, the agency countered with statistics and judgments that reversed the client's feeling. The result was a top-rated show. The client reached a vast audience for his sales message and was delighted. The big difference to this story is that the client had an agency with competent people who would give him the kind of competence he needed and he knew he could rely on.

The result of the jury system of series selection usually ends up with the lowest common denominator of judgment: A compromise of opinions—which adds up to mediocrity. This is not to discredit the fact that some consulting is healthy and should be encouraged, for as great a danger as the jury system would be the "one-man dictatorial selection."

Just as a matter of good common sense and purse-string philosophy, it would seem that showmanship rather than juries should be utilized in any final selections.

Regardless of whether or not a client views one or more pilot films, he should be entitled to a showman's judgment and the benefit of his comments upon which he can base his evaluation for an expenditure that represents the greatest portion of his ad budget.

How do you tell a good showman from a bad one? There's one sure way. Track record!

William B. Templeton, b. June 2, 1918, San Francisco. Went to College of Industrial Chemistry and Engineering, Manila. He is one of the youngest members of Broadcast Pioneers, having started at KGO San Francisco in 1929. Prior to joining Bryan Houston Inc., he was production manager of radio-tv department at Kudner where he produced Milton Berle's radio show and was director on the Berle tv show. His Bryan Houston Inc. shows have included the Jackie Gleason Show, Comedy Hour, Oh Susanna, Mr. & Mrs. North *among others. He's married, has four children.*

. . . and the choice of show should be left to showmen

Millions

heard this news first on ABC RADIO

FIRST!

ABC Radio News brings first word of Pope John's election to American public.

FIRST!

ABC Radio News reports Lebanese President Chamoun's appeal for help in Mid-East crisis.

FIRST!

ABC Radio News reports Charles de Gaulle will bid for leadership of French government.

1958: Year of tension and crisis. Far East, Mid-East, Latin America, U.S.A. Almost every part of the world was news. And in this memorable year ABC Radio News made news by consistently scooping its competition. The news beats above are but three examples.

One hundred and twenty-five ABC reporters and overseas correspondents bring the news to the American public almost as swiftly as it happens. Twenty-one foreign news bureaus — from Moscow to Tokyo, from London to Cairo — probe for news twenty-four hours a day, seven days a week.

ABC's domestic bureaus — staffed by such distinguished personalities as John Daly, Quincy Howe, Edward P. Morgan, John W. Vandercook, John Secondari and Bill Shadel — report and analyze world and national news.

Today's news is made — and changed — with great frequency. Major news breaks can't wait even for regularly scheduled news programs. With ABC's exclusive News Alert System, ABC stations can broadcast news flashes instantly. No matter where the news is made, their audiences keep up with the people, places and events of the hour — within seconds.

People depend on radio for news. And over 25,000,000 different people listen to ABC's award-winning news staff each month.* These people recognize ABC's leadership in news reporting. So do ABC affiliates and advertisers.

ABC RADIO NETWORK

**According to the A. C. Nielsen Company*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

January 5, 1959

Vol. 56 No. 1

HARRIS THUMPS FOR BIGGER PROBE

Oversight also urges legal, internal overhaul of FCC machinery

Sweeping changes in the Communications Act and internal practices within the FCC were recommended in the final report of the Legislative Oversight Subcommittee, filed with the House of Representatives Saturday (Jan. 3).

While the 1958 investigations were extremely rough on the broadcasting industry, authority for a continued and broader investigation was asked during the new Congress. It was not specified whether the Oversight Subcommittee, which officially expired Saturday, in its present form should be continued and Chairman Oren Harris (D-Ark.) refused to comment on this phase.

There were no big surprises (BROADCASTING, Dec. 29, 1958) in the document as finally approved by a majority of the subcommittee following a marathon 12-hour session last Wednesday.

Recommendations — and there were many, far reaching legislative and future investigation proposals—made in the report were reported as unanimous. However, minority reports were submitted on certain language used.

Specific legislative recommendations of the report affecting only the FCC (five other agencies also were covered):

• A provision that no negotiations for sale or purchase of a station could be entered into without first notifying the Commission and receiving its approval. The Commission then would be required to make public the intended negotiations and the purchase price. The Communications Act provision which prohibits the FCC from considering the public's interest in approving transfers would be repealed. Also, the FCC would be required to hold a public hearing in all transfers unless it made a prior finding that the public interest would be served by the station sale.

• Direct or indirect payoffs to competing applicants would be prohibited, except for proved out-of-pocket expenses. When one or more applicants do withdraw, upon payment of expenses, competing applications would be accepted within 30 days.

• The provision separating members of the Commission from its staff would be repealed. "It is anomalous that the general counsel of this Commission cannot freely consult with the Commission once a matter has reached the so-called adjudicatory posture," the report states.

• A public hearing would be required before the issuance of any tv license, even if there is only one applicant, and all parties would be given the right to appear.

• Repeal of the provision authorizing commissioners to accept honorariums.

Other legislative proposals, affecting all six agencies investigated by the subcommittee, recommend a congressional-passed code of ethics; civil and criminal penalties for ex parte contacts and attempts to influence the agencies; all written communications from members of Congress and others be made a part of the public record; effective authority for the commissions to enforce their own rules and regulations. On the latter point, the report states:

"Violators presently know that they can keep the fruits of their violations and go scot free because the drastic nature of existing sanctions prevents their effective application. . . ."

In a move to make the independent agencies more "independent" from the executive, the report recommends that the commissioners elect their own chairman, who would serve in that position for a maximum of three years. Under present law, the President appoints the FCC chairman as well as those of most of the other agencies. The President, however, would be given the authority

Harris Wolverton O'Hara Mack Williams Hale Bennett

Seven of nine Oversight Committee members who drafted report are above: Flynt, Moulder missed picture; Moss, Heselton missed meeting.

to remove a commissioner from office for malfeasance or neglect of duty, but for no other reason.

All the commissions would be required to grant or deny any motion within 60 days after its filing. However, upon due notice, the Commission may extend this period for 120 days and if no action is taken during that period, the petition shall be considered denied.

FCC Told To Clean Own House • The Commission was told to take several steps on its own, without the need for legislation, to improve its operations. Among them:

A rule requiring that there be filed annually a list of all broadcast patents held by manufacturers.

Investigate all outstanding antitrust matters within its jurisdiction which bear upon the fitness of a station owner to hold a license. "The Commission has paid little or no attention to its statutory responsibility in this area," the report stated. All things being equal, preference should be given to local applicants.

Review its technical standards to insure "that such standards . . . are not tied in with a patent or other monopoly enjoyed by one or more manufacturers or licensees."

Re-examine its standards and criteria for comparative hearings to insure that they are "consistently applied in cases with the same or similar sets of facts."

Take steps to eliminate the excessive length of records and opinions and unreasonable delay in proceedings.

An investigation should be made of alleged violations of legal codes by attorneys practicing before the FCC with "appropriate disciplinary action."

A review by the Commission itself of the some 30 tv cases in which the subcommittee said it found instances of ex parte contacts and improper influences.

The report took a swipe at the FCC because of the "quality and content" of the annual report sent to Congress. "The Commission has done little more than supply the minimum amount of report material required . . ." the report states.

Still another recommendation would have an individual commissioner writing the FCC decisions, rather than delegating this duty to the Office of Opinions & Reviews. The opinion would be signed by the writing commissioner, with the duty rotated on a regular basis.

Further Investigation Needed • The report said the subcommittee's work is far from completed, and listed 25 matters affecting the FCC needing further study. "The record of our subcommittee and the information in its files which have not been developed at hearings," the congressmen stated, "impels us also to recommend that such committee [parent Commerce Committee] or subcommittee should undertake and complete further legislative inquiry. . . ."

A study of the use of the entire spectrum and a determination as to its allocation and use is urgently needed, the report stated. "The public interest requires that this study and determination be made objectively by the legislative branch rather than the executive because of the natural predisposition of the executive to favor its own interest in the matter," the report said. A part of this study, it was recommended, should include an investigation of the uhf-vhf situation.

The report also asked that the subcommittee be given new life to investigate the 25-year-old clear channel problem; the licensing of networks "since they provide a very considerable amount of the programs which stations themselves broadcast, and over which they [stations] have no content control"; "nuisance filings" of strike applications; option time agreements and their relationship to the duty of individual broadcasters to control the programming of his station; multiple ownership of stations, and "the centralization of economic power resulting from technical developments in the broadcast field."

First of many

At least one anti-pay tv bill will be introduced the first day of the 86th Congress, convening Wednesday (Jan. 7). Rep. Oren Harris (D-Ark.) said last week he had several bills to be introduced the first day and a pay tv measure is one of them.

Rep. Harris, chairman of both the House Commerce Committee and its Legislative Oversight Subcommittee, said legislation designed to carry out recommendations of the Oversight report would not be ready this week. This will follow, he said, in the immediate future.

Continuation of the subcommittee is needed, the report stated, so that an investigation can be made, on a commission-by-commission basis, of their internal administrative setup, the functioning of each of its divisions and branches and the responsibilities delegated to others; the means employed in the making of Commission policy and the procedure followed in publishing policy statements and changes; the manner in which examiners are appointed and assigned to cases, and the technical qualifications of examiners.

Other necessary future investigations cited in asking that the subcommittee's work be continued:

The effect of court decisions on congressional intent in forming the agencies.

Whether the Commission has neglected its obligations to the public by failing to make thorough investigations of applicants, licensees, or has it depended on information furnished by the competing parties.

A thorough study for the reasons in variations from established criteria.

Whether the Commission's internal organization is such that a superior authority is vested in a single staff employe to the extent that such individual is able to designate what material is presented to the Commission in rule-making or adjudicatory proceedings.

What is necessary to strengthen the independence of the Commission from the White House.

Whether the Commission should be required to submit its budget and legislative requests through the Budget Bureau.

What measures, if any, are needed to separate the legislative, executive and judicial functions of the Commission.

Whether excessive paperwork, expense and delay in Commission proceedings can be eliminated.

Whether the Commission takes reprisals against persons or companies who challenge its actions.

The method of assigning examiners and of changing assignments to ascertain whether examiners are sometimes assigned with the view of insuring a predetermined result.

The procedures for handling cases between the filing of the initial decision and the final report to ascertain whether they are needlessly cumbersome and time consuming.

To what extent final decisions are based on staff memorandums, analyses or recommendations which are not available to all parties.

Support of Recommendations • "Our hearings have brought to light certain fundamental weaknesses which if not corrected will lead to lack of public confidence in the efficiency and integrity of the . . . commissions," the report stated in support of its recommendations. "The proposals we advance are aimed at eliminating flagrant abuses and certain conditions and practices which are conducive to the fostering of improper ex parte conduct.

"The recommendations also include measures to strengthen the commissions, contribute to their more efficient operations and to insure faithful, ungrudging administration of the statutes in the manner intended by Congress. . . . Congress must also make certain that improper fraternization or pressures are not permitted. Otherwise, the administrative commissions may be con-

Make us prove it! Ready?

In the last year, our steady viewers have given us Pulse ratings ranging from 12 to 15 out of 15 top shows. They've given us top ratings on our originated multi-weekly shows. 92% of our area people reach us through their TV sets!

This has gone on so long that we're sure we have to know why. After all, we're part of the community —our veteran staff people have served on Boy Scouts, P.T.A. and Community Chest for more than a decade —and we all think alike. You don't overpower folks out here — you don't double-talk and triple-spot them. You're all neighbors, in one of the richest, highest home-owning urban, suburban and ex-urban areas in the country. So you go heavy on public service, programming for people and civic affairs. You *earn* your way—and your loyalties.

This is a climate in which audience response to intelligent merchandising offers even greater rewards than the figures show—and George P. Hollingbery has some mighty impressive ones. Ask him why America's 17th market is even bigger than it looks!

WHIO-TV
CBS

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People — in 41 Counties of 3 States

channel 7 dayton, ohio

Broadcast to a CONCENTRATED MICHIGAN AUDIENCE

WPON

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

The station serving

631,000 consumers

in

PONTIAC and Oakland County MICHIGAN

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

verted into Washington branch offices of the regulated industry, or instruments of over aggressive seekers of special privileges."

The report concluded that one of the most effective steps to strengthen the FCC and other agencies is to have as commissioners and key personnel "men of unquestioned ability and character. . . . We strongly urge that appointment to commissionerships be removed from politics. . . . The national public interest requires that the Executive appoint as commissioners men of independence, experience and attainment in the field of activities they are called upon to administer."

Although no specific recommendations were made, the report said the tenure and compensation of commissioners should be such to attract and keep the most capable men. The report further stated that it is not enough to tell the Commission that its decisions must be based on the public interest. "One of our important recommendations is that a thorough study be made of the various statutes conferring discretion upon a commission with a view toward establishing more precise standards to control the exercise of such discretion," the report said.

Not a Congressional Subject • The committee kicked out of the report a provision calling for an investigation of tv programming, urged by at least one member. "That gets into censorship, and I don't think that is a proper subject for Congress," Rep. Harris said when asked why the proposed investigation was squelched. The chairman stressed the subcommittee has in no way tried to tell the FCC what to do in any given case.

On the proposed 60-day limit for the FCC to act on motions, Rep. Harris said "one of the problems that caused so much turmoil has been the continued delays, giving rise to ex parte approaches."

A large percentage of the report deals with testimony before the subcommittee in the Miami ch. 10 case, Pittsburgh ch. 4, Boston ch. 5, Springfield, Ill.—St. Louis ch. 2 shift, and others while incorporating conclusions reached by the subcommittee. It was on this point that some members balked at signing the complete report.

Rep. Joseph P. O'Hara (R-Minn.) said this narrative began "picking on individuals. I am not going to be a party to that." He said a minority report would be submitted by himself and Rep. Charles Wolverton (R-N. J.), but that he did not know whether other GOP members would sign the dissident opinion.

Rep. John Bennett (R-Mich.) stated he was in general agreement with the report but that he "has a few comments and reservations" which he intends to file.

Members of the subcommittee include Democratic Reps. Harris, John Bell Williams (Miss.), Peter Mack (Ill.), John J. Flynt (Ga.), John Moss (Calif.) and Morgan Moulder (Mo.); Republican Reps. O'Hara, Wolverton, Bennett, Robert Hale (Me.) and John Heselton (Mass.). All except Reps. Moss and Heselton were present for the Tuesday closed session which gave a final approval to the report.

Many of the report's recommendations apply to the Federal Power Commission, Federal Trade Commission, Securities & Exchange Commission, Civil Aeronautics Board and Interstate Commerce Commission as well as the FCC. Individual recommendations also were made for each of the other agencies, although the FCC was the target of a majority of the proposals.

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

There were 126,085,000 people in the U.S. over 12 years of age during the week Dec. 19-25. This is how they spent their time:

69.0%	(86,999,000) spent	1,664.9 million hours	Watching Television
55.2%	(79,590,000) spent	975.8 million hours	Listening to Radio
72.8%	(91,790,000) spent	380.6 million hours	Reading Newspapers
31.1%	(39,212,000) spent	189.4 million hours	Reading Magazines
25.5%	(32,103,000) spent	415.7 million hours	Watching Movies on Tv
22.3%	(28,107,000) spent	112.4 million hours	Attending Movies*

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co. † Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis. * All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 112,743,000 people over 12 years of age have access to tv (89.4% of the people in that age group); (2) 43,693,000 households with tv; (3) 48,184,000 tv sets in use in U.S.

JAMES GARNER
Star of "Maverick"

WILL HUTCHINS
Star of "Sugarfoot"

PETER BROWN
Star of "Lawman"

WAYDE PRESTON
Star of "Colt .45"

THE TOP GUNS WERE IN TOWN

It happened on December 14, 1958! A fitting climax to the exciting opening promotion of the NEW KVII-TV, K-7 in Amarillo, Texas. Four of Warner Bros.-ABC's top stars headlined a K-7 telethon to benefit Multiple Sclerosis research! The Texas Panhandle was branded — and properly — in what one Amarillo agency man called "the most professional and exciting program ever televised locally".

Amarillo and the High Plains are coming to expect — and receive — BIG things from K-7. In just eight weeks, Channel 7 has: new ownership and management, ABC interconnection, a tremendous new programming day, full power of 316,000 watts from the area's highest tower, and a promotion campaign that has the whole town talking!

So now, the TV picture in Amarillo and the four-state marketing area it serves has changed! The dynamic new force is K-7 TV, where the most enthusiastic television people in Texas are now hard at work on even bigger plans to hold the air of excitement created by the "BIG SWITCH".

Let your Bolling man give you the full story of a station that is DIFFERENT — a station that can SELL your advertiser's product!

KVII-TV abc

channel 7 • amarillo, texas

C. R. "Dick" Watts, Vice President & General Manager

Which "twin" gets your WAVE?

WAVE Radio celebrated its 25th Anniversary on December 30 — WAVE-TV its 10th on November 24. Each of these remarkable sister stations *wins the cake* in its category because:

WAVE-TV, Channel 3, the first television station in Kentucky, is also first in *ratings* — first in *coverage* — first in number of *listeners* — first in *values* for advertisers.

WAVE RADIO, famed for a quarter century as the Louisville area's prestige regional station, still gives you all the richest part of Kentucky — without the cost of covering Chicken Bristle, Big Bone, Gravel Switch, etc.!

radio WAVE television

LOUISVILLE, KENTUCKY

Both Represented by NBC Spot Sales

MASSEY-FERGUSON PLOWS INTO TV

Major farm equipment maker hopes to reap rich sales crop from first tv planting

Country-wide audiences, starting this weekend (Jan. 10), will be introduced to the "Massey-Ferguson kind of a man."

What's he? Well. *"When a man works the land, He's a special kind of man; He's a doer, not a talker; He's a cultivatin' man; He's a get up early, Keep 'em rolling, Massey-Ferguson kind of a man."*

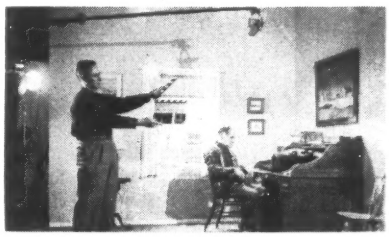
So go the lyrics, set against a background of stirring march music, theme of the 1959 broadcast advertising campaign of farm equipment maker Massey-Ferguson Inc. (U.S. Industrial division of Massey-Ferguson Ltd., Toronto). He's obvious, the Massey-Ferguson man. He's the farmer who tills the soil, and who, incidentally, is the customer M-F seeks for its full line of farm implements (combines, tractors, harvesting equipment, pickers, rakers, mowers, plows, planters, seeders, tillers, etc.).

First Time Tv User • While the tv-radio audience will be introduced to this Massey-Ferguson "kind of a man," the tv medium itself will be in contact for the first time with a top national advertiser never before in television.

In fact, Massey-Ferguson claims to be the first farm equipment manufacturer to use network tv (it has a commitment for the weekly *Jubilee, USA* on ABC-TV, Saturdays, 8-9 p.m., starting Jan. 10, and running through Oct. 31, 1959, end of the firm's fiscal year). And Massey-Ferguson is no weak sister in the field—it's the world's second largest farm equipment maker, ranking next to the giant International Harvester.

For its job of harvesting farm customers by television, Massey-Ferguson will spend this year "well over $1.5 million," actually closer to $2 million in the broadcast media when adding the 60-70 radio stations on which it sponsors 10-15 minutes of farm information including news, events of special interest, weather and market data. The total broadcast expenditure probably will be 40-50% of the total U.S. ad budget.

Before tv, the company chiefly used radio and farm magazines, and, says



Hollywood 'shoots' Massey-Ferguson Man

Stanley S. Roberts, general advertising manager at Massey-Ferguson, of the new sponsorship on ABC-TV, "This is a momentous step by our company . . . to present our 1959 line of products . . . in new, unique and exciting ways." The tv medium, he continues, is ideally suited for the task of telling "The Massey-Ferguson Story," permitting graphic demonstration of equipment features to farm homes as well as supplying "the type of entertainment they enjoy."

The company—it's worldwide with 142 plants in 17 countries, operates an industrial division from Wichita in the U.S.—and its agency, Needham, Louis & Brorby (services the U.S. division), Chicago, set out to inject excitement into the commercials.

Go-Getting Man • The musical theme is basic to the ad campaign, presenting the image of the customer as a special kind of a man who is a "staunch, go-getting man of the soil." Last November, the agency and Artie Fields Productions, Detroit, went to work on lyrics and music and in Chicago recorded (at Universal Recording Studios) the march as well as arrangements in prairie, square dance and mood tempo, using separately a band, orchestra and eight-man chorus.

At the same time, filming was underway at Massey-Ferguson's experimental farm at Ann Arbor, Mich., showing tractors, plows, cultivators and other equipment in operation. Producer of this footage was Chris Ford of NL&B.

In the beginning of December, a mammoth operation followed. Tons of Massey-Ferguson equipment were sent to California for filming commercials in Los Angeles and Stockton. Before the L.A. shooting, Robert Hadley, M-F's chief photographer and technical adviser for the commercial production; James Steer, Mr. Hadley's assistant, and agency producer Thomas D. Thomas searched the L.A. area for a suitable outdoor location. This wasn't easy, notes the agency, because the farm had to look like a midwest locale even though the shooting was in California.

The location was found and footage for several commercials shot, in-

March tempo theme • Chorus (l) and band (center) take cue from control room (r) including (l to r) Stanley S. Roberts, (seated, glasses), M-F general advertising manager; George Oliver (standing, glasses), NL&B vice president-account supervisor; Kenneth C. T. Snyder, agency vice president, and T D. Thomas, agency producer.

KOMO RADIO *and* TELEVISION

take pleasure in announcing the appointment of

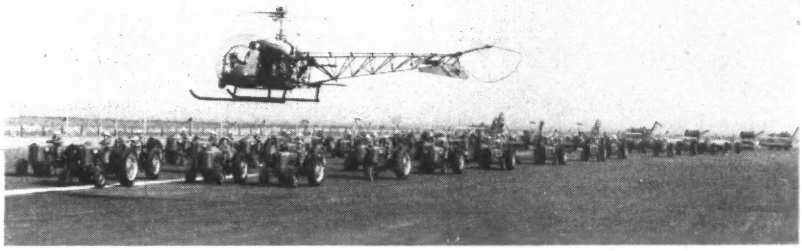
THE KATZ AGENCY

as their

NATIONAL SALES REPRESENTATIVE

EFFECTIVE JANUARY 1, 1959

KOMO-AM 50,000 Watts 1,000 kc KOMO-TV Channel 4 Serving Seattle and Western Washington



Big picture: It takes helicopter, airport runway to film tractor commercial

cluding some indoor farm scenes (which meant that walls of a room had to be moved from the studio to the farm location to retail authenticity). Filming was by Lou Lilly Productions in Hollywood.

From there the production experts and a 16-man camera crew moved to Stockton. There footage was taken by the crew (Schnitzer-Lawrence Productions, Hollywood) at the Drais ranch (which served as location for scenes in "The Big Country" movie).

Tractors in Tempo • Next came the biggest commercial production chore: Filming at the Stockton airport where 62 pieces of farm machinery were lined up and shot as they paraded down the runways (two or three runways were closed off for most of the 2½ days of shooting). Camera work was from various angles including from a helicopter. M-F personnel as well as college and high school agricultural students were pressed into service to drive the equipment in the "parade." This particular commercial runs for about a minute with little voice except for a brief word from an announcer; nearly all of the commercial is made up of the vehicles parading to the tempo of march music.

Another commercial is called "the letter." This is built around a farmer who is writing to his dealer extolling the virtues of his new M-F tractor but complaining that his son-in-law borrows it all the time for a neighboring farm and suggesting the dealer ought to make a sale. Clincher: There's a commotion in the barnyard, the farmer sees son-in-law driving a new tractor and excitingly pointing out its features; the farmer smiles, crumples up the letter and tosses it into the wastepaper basket.

According to the sponsor's blueprint, about 30 or 40 different tv commercials will be produced, all aimed for the farm audiences.

To hammer the word home locally, dealers have been encouraged to cut-in at the end of the program to identify themselves.

Also assisting in the commercial concepts and production: NL&B's James G. Cominos, vice president in charge of tv-radio; Scott Keck, vice president and director of tv-radio; Kenneth C. T. Snyder, vice president and director of commercial production; George Oliver, vice president and account supervisor, and Willard Johannsen, account executive. In addition to producers Thomas and Ford of the agency, others working on the commercials were writers Robert Polatsek and Jack Trindl and art director George Lundy.

Reflects NL&B: "The entire commercial tv approach that Massey-Ferguson is following is unique and distinctive in the field of farm equipment manufacturing, as well as in the advertising field. It is gigantic in scope . . ." or, in other words, again as expressed by the agency: "Designed was a television commercial 'package' achieving a balance between a 'nuts and bolts' and an emotional approach.

"In general, film commercials took the role of establishing the emotional facet of the campaign; of establishing visually and audibly the 'Massey-Ferguson man'—a composite picture of today's farmer, progressive and forward-looking, yet retaining a heritage of decades of American farming."

SWITCH AT Y&R

Programs, timebuying combined in new dept.

Young & Rubicam, the country's third largest agency in radio-tv billing, is overhauling its broadcast buying and programming functions.

Basic in the reorganization (effective Jan. 1) is the consolidation of all timebuying and programming activity into a single unit that will be known as the "radio-television department."

Official word of the change in organizational concept came Wednesday (Dec. 31) from Y&R President George H. Gribbin who announced new posts for Peter G. Levathes, who has been vice president of media, and Robert P. Mountain, vice president of radio-tv.

Under the new setup, Mr. Levathes will head the expanded radio-tv department (and for the "time being" will continue also as director of media). Mr. Levathes has been with Y&R since 1953. Mr. Mountain, with the agency 20 years, moves to vice president in charge of new business (see WEEK's HEADLINERS, page 10).

Old Gap Shut • At most large agencies, particularly in Y&R's billing league, there is a distinct separation of radio-tv programming (or at some agencies, the radio-tv production function) and timebuying, which is a part of the media department. At Y&R, timebuying (including network and spot) had become an integral part of media.

Mr. Levathes last week explained the change as a consequence of a "natural growth" in the broadcast media, noting that the new way of doing radio-tv business at the agency should centralize activities. Timebuying and programming, said he, had become "inseparable."

Mr. Levathes emphasized that the tv business has changed, noting "an agency no longer buys a naked piece of time," and that shows now are put together by packagers and networks with "time segments of the shows and the types of shows intertwined."

Mr. Levathes was chief architect of ABC-TV's Operation Daybreak in which six Y&R clients enrolled as charter day sponsors at a total 52-week rate of $13.3 million. In an interview last summer, Mr. Levathes defended Y&R's interest in Operation Daybreak and its purchases, labeling various charges such as one that Y&R would in effect be operating as a fourth tv network in the daytime, as "sheer and utterly irresponsible nonsense" (BROADCASTING, July 21, 1958).

Department Specifics • As to whether or not additional people will be assigned to the new radio-tv department, Mr. Levathes said that it was too early to say because details are not set.

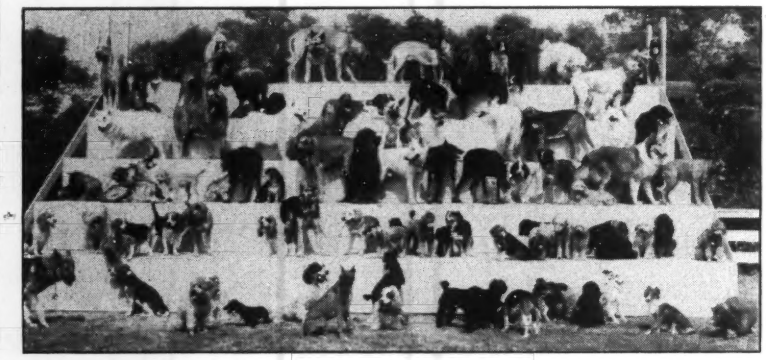
Y&R has been billing at the $95 million level in radio-tv, is a leading agency among those handling network tv shows (billed about $62.5 million in network television last year) and its combined radio-tv servicing accounts for approximately 45% of overall billing.

Medic ban in effect

Any commercial appearance of tv's "men in white" violates NAB's Tv Code.

The association's ban on use of actors to portray physicians, nurses or dentists in spots promoting medical, dental and related products became effective Jan. 1. Code officials have been working with the 303 tv stations and three networks that subscribe to code provisions to develop enforcement techniques.

Six months grace was given following



PREVIEW

93 dogs and seven hours produce 10-second tv spot • This dog scene was conceived at Benton & Bowles for the Gaines Div. of General Foods Corp. When B&B artist Mort Leav drew an assortment of dogs in a sketch just for the howls, it created much barking of delight at the agency. Result: The agency incorporated the scene as the key for a new tv commercial.

Benton & Bowles took seven hours to pose the dogs for the scene in the commercial. The canines, all pedigreed, ranged from a 10-lb. "toy" poodle to a 190-lb. St. Bernard. Total of 23 breeds is represented. The scene dramatizes research for the new product's meal "nuggets" that "taste and smell to dogs like real beef while delivering an even better than beef nourishment." Depicted: A gathering of the "canine supreme court" maintained at the company's research kennels at Kankakee, Ill., which provides "dog acceptance" trials to all new products.

The commercials debut Jan. 8 and will be seen on all Gaines network shows on CBS-TV (*Ann Sothern, Zane Grey* and *December Bride*). B&B's producer: Nick DeMarco.

The Gaines spots will have to bite into a very competitive tv dog fight. Guild, Bascom & Bonfigli placed its fox terrier on a psychiatrist's couch for the Rival dog food commercial (BROADCASTING, Dec. 15, 1958) and Gardner Adv. put its perky pooch in a railroad dining car, a Thunderbird and a drive-in restaurant to illustrate that if the dog had his own bark he would choose Ralston Purina's new dog chow (BROADCASTING, Sept. 8, 1958).

adoption of the white-coat ban during the summer (BROADCASTING, June 23, 1958). This was designed to allow time for revision and replacement of white-coat films already in use.

NAB's Tv Code Review Board will meet Jan. 23 in Washington to review staff monitoring reports on commercials and programs. The board will meet again during the NAB convention to be held March 15-18 in Chicago. Board members are Roger W. Clipp, Triangle Stations, chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio; E. K. Hartenbower, KCMO-TV Kansas City, and Donald H. McGannon, Westinghouse Broadcasting Co. Edward H. Bronson is code affairs director.

FSR plans May 1 move

Relocation of Fuller & Smith & Ross to new and expanded New York Corporate headquarters on or about May 1 was made known to agency employes last Wednesday noon (Dec. 31). Announcement by FSR President Robert E. Allen was made via a 6-city closed-circuit radio hookup. Believed to be the first such use of closed-circuit for inter-agency communication, the radio talk also covered FSR's plans to expand its broadcast operations.

The agency moves from 230 Park Ave. to the 34th and 35th floors of the Tishman Bldg. at 666 Fifth Ave., which also houses such agencies as Benton & Bowles and Ted Bates & Co. The move will complete an 18-month long nationwide rehousing plan that has seen FSR move into new quarters in San Francisco, Chicago, Pittsburgh and Cleveland.

Mr. Allen, in his yearend report to the employes, said FSR's new broadcast plant would be one of the most modernized in the industry. There will be complete tv studio facilities for pre-testing of commercials, color videotape banks, closed-circuit tv and am-fm radio systems linking all conference rooms and the executive offices.

Union Oil using vtr

Union Oil Co. of California this week becomes the first advertiser to use videotape for the distribution of its sponsored programs to stations used in a regional tv campaign. Union's half-hour weekly series, *76 Sports Club*, now is being taped at KTTV (TV) Los Angeles for distribution to 23 other stations in the West, Alaska and Hawaii for broadcast in early evening time periods considered a most likely slot to reach the all-family audience for which the tv series is designed.

The series originally was broadcast on a West Coast regional network of ABC-TV stations and moved in the fall to CBS Television Pacific Network. Difficulties in time clearance prompted the move from network to spot, it was said. Under the new set-up, the programs will be recorded on videotape at KTTV and the tapes distributed to stations equipped to broadcast them. Stations not so equipped will receive the series by kinescopes. Agency is Young & Rubicam, Los Angeles.

KTTV will repeat its Thursday telecasts (8-8:30 p.m.) on Saturday mornings at 10 a.m. All other stations are scheduled for only a single telecast per week.

AGENCY APPOINTMENTS

• General Foods Ltd., Toronto, Ont., appoints McKim Adv. Ltd., Toronto, as third agency to handle its products, along with Baker Adv. Ltd., and McConnell, Eastman & Co. Ltd., both Toronto. McKim is assigned Maxwell House coffee, Baker's chocolate products, Instant Sanka coffee, Instant Postum, Certo and Certo crystals.

• Hertz Corp., Chicago, names Needham, Louis & Brorby, that city, for its truck and car leasing services with estimated $1 million billings. Campbell-Ewald Co., Detroit, continues to handle Hertz' Rent-A-Car operation.

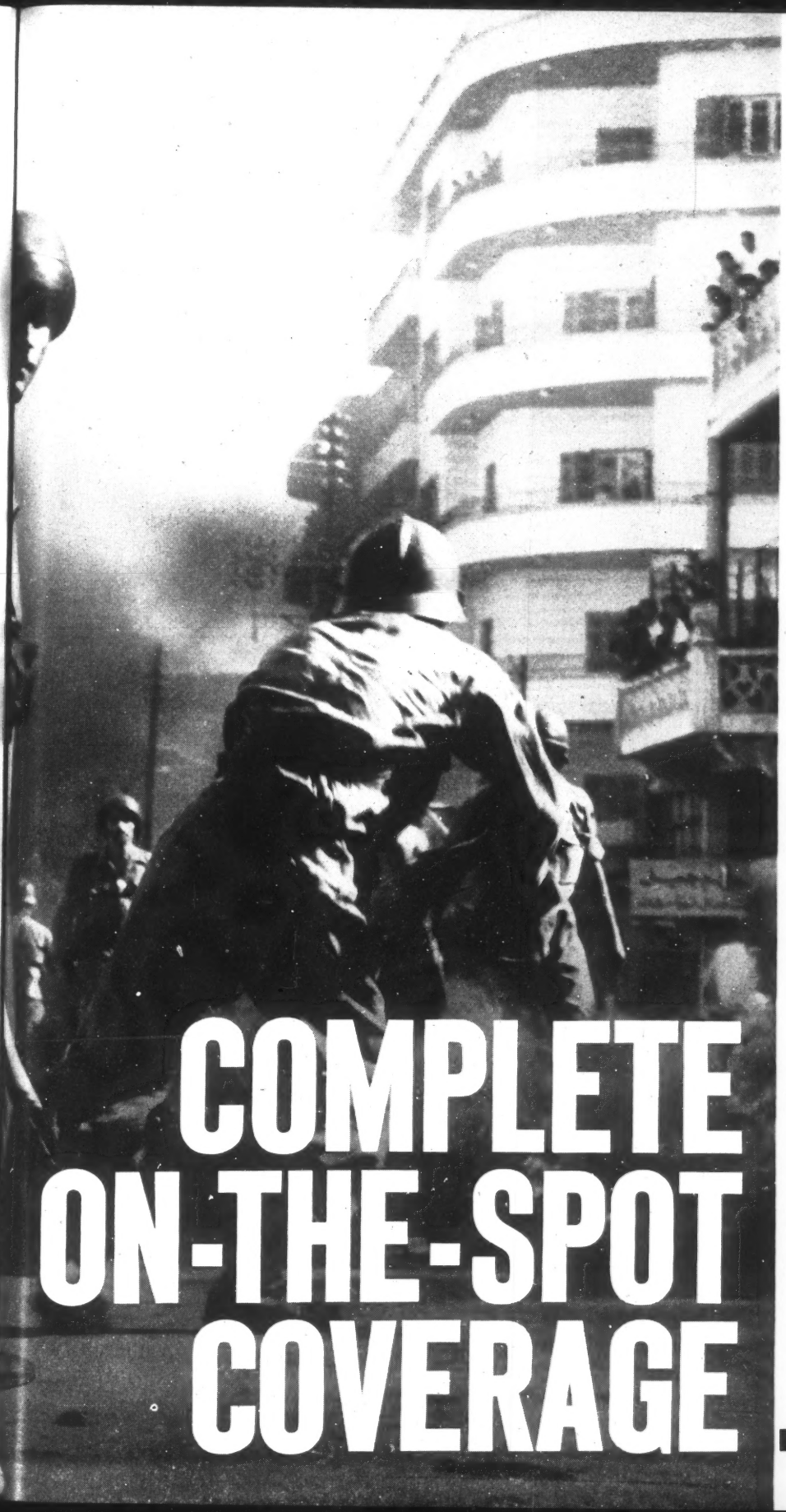
• Bronte Champagne & Wines Co., Detroit, names W. B. Doner & Co., that city.

• Procter & Gamble Co., Cincinnati, names Grey Adv., N.Y., for its Big Top peanut butter, effective January 1959, replacing Compton Adv., N.Y.

• Ward Baking Co., N.Y., appoints Grey Adv., to handle its cake line, replacing J. Walter Thompson Co., there. JWT will continue to handle Ward's Tip Top bread.

• Dolce Cosmetics, S.F., names Mitchell, Murray & Horn, that city.

• Oakite Productions Inc., N.Y., names Richard K. Manoff, N.Y., for its packaging division.



COMPLETE ON-THE-SPOT COVERAGE

THE NBC RADIO NETWORK

keeps America on top of the latest happenings the whole world over with fast, accurate, dramatic news, flashed by 400 NBC News correspondents stationed in 70 nations.

- Every hour, throughout the day and evening, NBC Radio's NEWS OF THE HOUR presents a complete news summary, featuring on-the-spot reports.
- At all times, NBC's HOT LINE is on the alert, standing by to switch listeners right to the scene of big news, wherever it happens, whenever it happens.
- NBC News is constantly at work on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a network *can* bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

■■■

FORMULA FOR THE IDEAL STATION?

New Motivational Research study digs beneath the ratings to learn what people would like 'dream' radio station to be

The outlines of what may be a new "radio station of tomorrow" emerged last week from a far-ranging study of audience attitudes, preferences and responses.

The exploration of what audiences look for in radio programming—and what kind of programming best satisfies them—was part of a detailed study conducted for KPRC Houston by Dr. Ernest Dichter's Institute for Motivational Research.

"Our research findings," the report asserts, "indicate that the public is dreaming of a new type of radio station. Unconsciously people want a combination of the virtues of the network stations and of the local stations. They wish to be guided by the authority, reliability and the vast resources of the network stations, but they also wish to be entertained, stimulated and exhilarated by the more informal, perhaps less professional, but warmer, more intimate approaches and programming of the smaller local stations."

These and similar conclusions were based on studies in Houston, but Institute authorities said they felt the "dream station" is much the same in the minds of people throughout the U.S., at least in principle. The Houston audience, they felt, is typical of all radio audiences, and its needs similar to those of audiences elsewhere. Through this study, described as the most exhaustive of its nature ever conducted in radio, they hazarded that "we are beginning to touch fundamental facts about the future of radio."

Results of the study were released in full to BROADCASTING even though the detailed findings were not universally favorable to KPRC. Jack Harris, vice president and general manager of KPRC-AM-TV, authorized the release.

Mr. Harris said the study was commissioned because "at KPRC we have felt for sometime the need for better tools of qualitative research to enable us to program more directly in response to the needs of today's radio audience" and because "we have also felt that advertisers and agencies needed much sharper tools to enable them to make intelligent buys in today's radio marketplace." He said the study yielded "invaluable information" for the expansion of KPRC's services as well as "material of great value to advertisers and agencies."

Needs and Desires • The report lists 10 "basic need constellations" which "influence or even determine the listener's reactions to particular radio programs and stations." These are needs (1) for orientation within the world in which he lives; (2) for escape; (3) for emotional identification with others and other human needs; (4) for individualism; (5) to express aggression; (6) to feel moral; (7) for a heightened sense of life, excitement, emotional situations; (8) for relaxation and daydreaming; (9) for coping with personal problems and for lessons in daily living and (10) for coping with intellectual and spiritual problems.

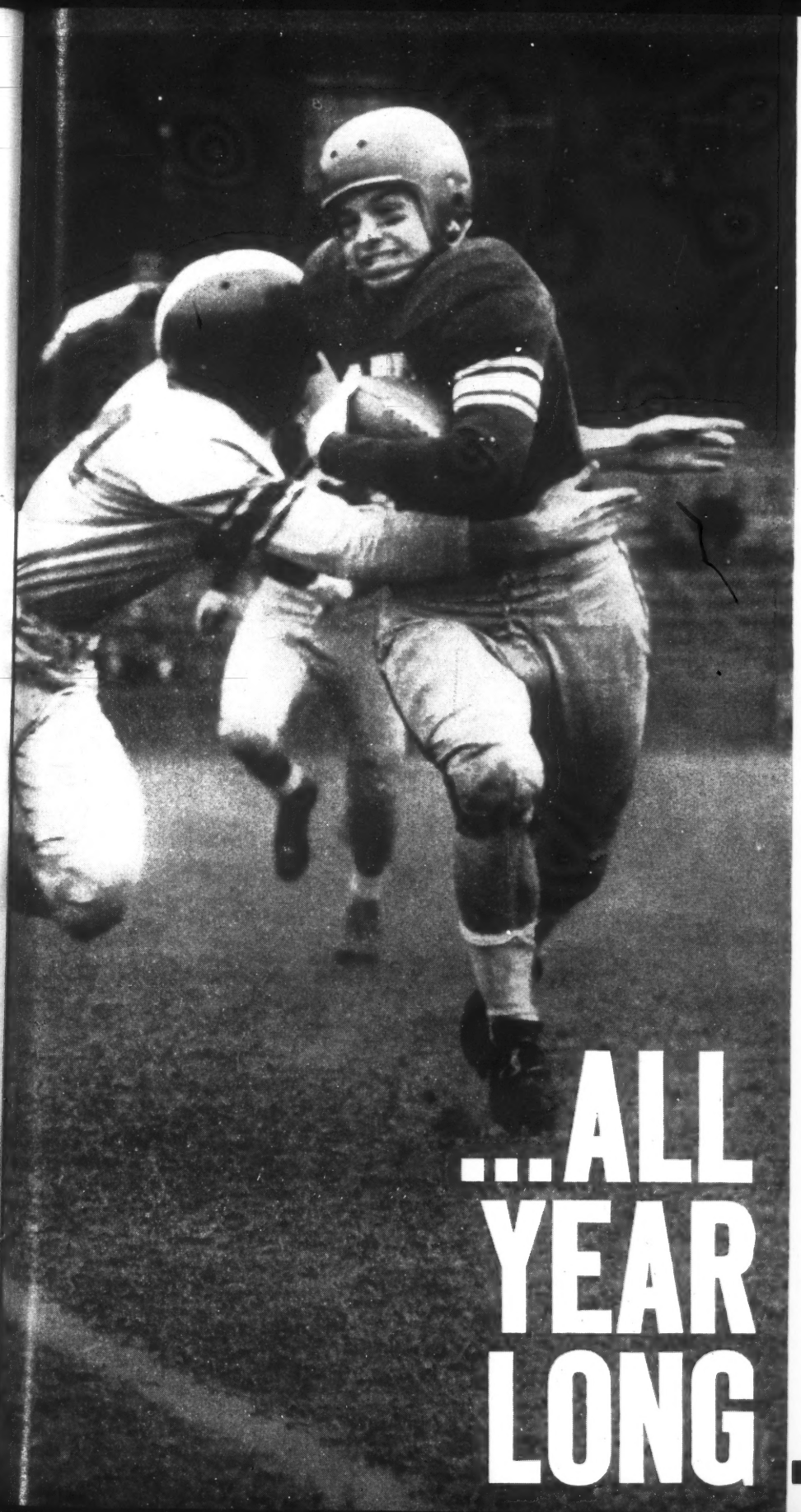
"Whenever listeners talk about radio programs," the report declares, "they express their desire to fulfill one of these needs or, more exactly, a constellation of these needs. It is evident, for instance, that news programs gratify a person's need for orientation and focusing; that most Wild West programs gratify the need to express aggression; that mystery programs are a vehicle for the need to escape; or that glamorous spectacular programs or rock-and-roll music create a heightened sense of life.

". . . The effectiveness of a radio program is determined by the degree to which it satisfies one or more of these need constellations. Whenever listeners criticize a program, what they are saying is that the program fails to give them the psychological satisfactions they need. Whenever they praise a program,

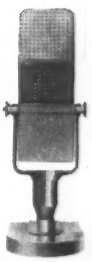
IF PUBLIC DIRECTED PROGRAMS . . .

As part of its depth study for KPRC Houston, the Institute for Motivational Research let respondents play program director, asking them to say whether they wished to increase, decrease or keep unchanged the number of programs in specific categories. Results are shown below. IMR cautioned that in this phase the number of respondents was not large enough to permit the results to be taken "completely textually," but felt the results nevertheless gave "a very good indication of general preference trends."

	Decrease Number of Programs %	Remain the Same %	Increase Number of Programs %	Greatly Expand Such Programs %
Spot News	4	59	23	14
News Commentary	13	45	25	17
Time of Day	—	57	26	17
Classical Music	29	26	29	16
Popular Music	11	42	33	14
Show Tunes	2	51	35	12
Rock and Roll Music	68	23	9	—
Jazz Music	36	34	19	11
Bop Music	77	19	4	—
Family Serials	72	22	6	—
Situation Comedy	29	42	27	2
Love Story Serials	77	19	4	—
Adventure Stories	45	32	19	4
Detective Stories	46	33	17	4
Western Stories	49	36	9	6
Horror Shows	78	13	7	2
Educational Lectures	23	43	23	11
Religious Programs	32	43	14	11
Quizzes	64	27	7	2
Interviews With Famous People	29	40	23	8
Interviews With Local People	26	44	19	11
Travel Programs	30	40	28	2
Controversial Discussions & Debates	26	38	26	10
Book Discussions	37	37	20	6
Science-Fiction Stories	43	45	7	5
Science News	10	50	27	13



...ALL YEAR LONG...



THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport—bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jampacked NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Weekend games and special features on MONITOR, interviews, sports roundups, and the Friday night fights complete the schedule.

For sports-loving America, here's week-in, week-out on-the-spot reporting that only a network could provide.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

they express their happiness over feeling the psychological fulfillment in some essential respects."

Thus, the report concludes, the "psychological effectiveness" of a station depends on the number of needs it satisfies and on how well it satisfies them.

On the overall question of what people need and want from radio—and consequently of what the "dream station" of the future may be—the report offers a number of findings and conclusions, some of which have been the subjects of controversy for a long time. Among them:

• "Radio in itself as a medium is felt to be a more moral instrument than tv. This is because radio enables listeners to go about their work, duties and chores while listening, while tv immobilizes them and takes them away from their duties.

• ". . . Soap operas are becoming increasingly controversial. In our material we have noticed the trend away from listening to soap operas, especially on the part of women in their 20's.

• ". . . The need for relaxation emerged from our material as one of the most widely felt needs. Respondent after respondent stressed that one of the main functions of radio is to provide an opportunity for catching breath, simmering down and just spending time pleasantly. We also find that in this area radio has probably greater possibilities to satisfy the audience than tv. A significant portion of our sample commented spontaneously that tv requires too much attention; it glues the viewer to his seat and demands too active a participation.

• "More and more people turn to radio for daily services such as finding out the right time, the temperature, the weather, shopping news, etc. This is a very fertile area for the future of radio. . . . Here—on the level of personal services—there's a whole, large, untapped area which will be of the greatest importance in the future development of radio.

• In trying to meet people's need to express aggression, "radio is at a disadvantage compared to tv. Most of the detective stories and westerns as seen and heard over tv enable the listener to participate emotionally in a much more intense manner and thus to experience much deeper emotional satisfactions."

• "It is a well-known fact, which was again confirmed in this study, that people react not only to the music they hear over the radio but also to the [personality who handles] the music. . . . They want a feeling of intimacy, of person-to-person communication from the personalities on the radio station—even if all the individual is doing is supplying a little conversation and chitchat between records. The smoothness, professional air, timing and charming intimacy with which a disc jockey introduces comments on and occasionally interrupts the records he plays can make all the difference in the world.

• "We know that there is a renewed nationwide interest in radio. To take advantage of this new interest, one of the main tasks of the radio industry is to make up for its lack of visual dimensions by exploiting and revitalizing its vast sound possibilities. . . . Since sound is radio's element, it is in the realm of sound that exploration and imaginative accomplishment are especially important."

Regarding KPRC and the Houston market specifically, the study found loyalty "widely divided among a number of stations." The report says "the audience tends to feel that KPRC, in association with a national network [NBC], offers the most reliable coverage of important national and international events, and that it has, in general, an aura of authenticity and depth. At the same time, most listeners tend to feel that the independent stations have more warmth, offer more fun and are closer to understanding the day-by-day needs of the local audience."

KPRC, the report continues, has "an exceptionally sharp image," is looked upon as "serious, expert, professional, conservative, dignified, rich, reputable, educational, 'high class'," and yet also is seen as "old-fashioned, less entertaining and less exciting than most other Houston stations."

Its commercials are considered by listeners to be "more reliable, more believable and more trustworthy than commercials of any other station in Houston." KPRC's network affiliation is regarded as promoting "the feeling that its commercials have exceptional authority and trustworthiness."

The station's programs are "deeply appreciated" and "accepted as completely authoritative in the areas of news, news commentary, educational programs, classical music—in all the intellectual and spiritual areas."

Listeners who prefer KPRC over other stations appear in many ways to fit the image pattern reported for the station itself: "Among the KPRC devotees we are likely to find a higher proportion of people from upper-level occupations, professions and social classes as well as a higher proportion of thought leaders, trend setters and community-active people . . . than among the audiences of any other station." The "typical" KPRC fan is described as "likely to be older than the major portion of listeners to other stations . . . unlikely to be in her 20's unless she has better than average education, occupational and economic status. He or she is least likely to be a teenager."

In another phase of the study the Institute found that 60% of the respondents agreed either "slightly" or "strongly" that "advertising on a network-owned station is dull, but more likely to be truthful and honest."* By the same proportion there was "slight" or "strong" agreement that "you are more likely to hear unreliable commercials on an independent station."

Regarding KPRC's ability to serve the "basic need constellations," the report finds that, "within the competitive climate," the station is "strongly positive" in meeting listeners' needs for orientation and focusing, their need to feel moral and the need for coping with intellectual and spiritual problems; "average" in gratifying the needs for emotional identification, relaxation, individualism, coping with everyday problems and emotional identification and companionship; "below average" in satisfying the need for a heightened sense of life, and "negative" in meeting the needs for escape and to express aggression ("except in terms of sports coverage").

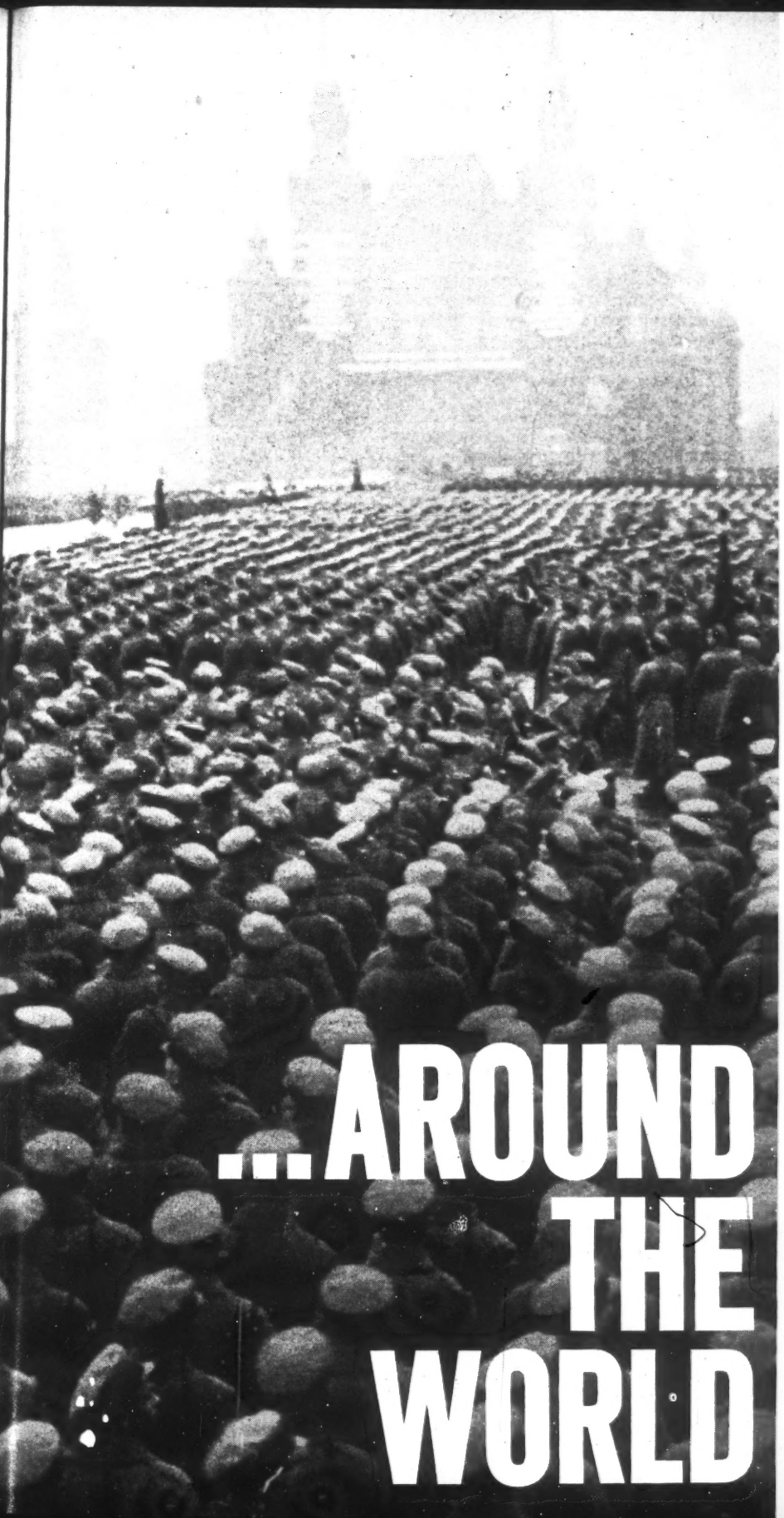
The motivational study was authorized, officials explained, to determine the radio needs of the Houston market, to learn KPRC's relative strengths and weaknesses in meeting those needs, and to find signposts to further improvement. They said that as a result the first of a series of programming changes would start today (Jan. 5) with the addition of a new d.j., Johnny Edwards, in the 9-11 a.m. spot, the addition of Tommy Jerrell to the local news staff, addition of "Doc" Rhuman, a farm expert, to the farm department staff, and the introduction of additional features in the early-morning and late afternoon *Tim and Bob* shows.

* Although the report uses the term "network-owned station" as quoted in the foregoing paragraph, KPRC is not network owned. It is affiliated with NBC, but is owned by the "Houston Post."

Networks, AFM to talk

The American Federation of Musicians is scheduled to open negotiations with the radio-tv networks next week on a new contract to replace the current five-year pact that expires Jan. 31.

AFM is reported to be seeking one provision that would prohibit the making of recorded tracks in England, Germany, France and other foreign countries for use in network programming. It is understood the networks will press for the elimination of so-called "house" orchestras (on staff) in return for using a certain amount of live music in prime evening hours on tv.



...AROUND THE WORLD

THE NBC RADIO NETWORK

this month launched IMAGE RUSSIA. For four consecutive weeks, four nights a week, an hour-and-a-half each night, IMAGE RUSSIA is exploring every aspect of Soviet life. Listeners hear the actual voices of Russia's leaders, of people who have traveled in the USSR. They visit the theatres, laboratories, labor camps. They hear from American Communists and from former Communists who fled Russia for the West. After a complete, objective, *factual* analysis, they will be able to draw informed conclusions of their own.

Through special broadcasts like IMAGE RUSSIA, and regularly-scheduled programs like NIGHTLINE, MONITOR, MEET THE PRESS, and the NATIONAL FARM AND HOME HOUR, NBC Radio keeps America informed. In 1958 alone, NBC audiences heard:

Secretary of Agriculture Benson on farm problems. Nehru on the 8th anniversary of the Indian Republic. Senator John Kennedy on education. Vice President Nixon on his South American trip. Ghana's Prime Minister Nkrumah on the future of Africa's newest country.

Only a radio network could offer public affairs coverage of such immediacy and magnitude.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

CBS FLIPS PCP SWITCH TODAY

New radio plan gets 85% affiliate support

CBS Radio's new Program Consolidation Plan goes into effect today (Jan. 5), with network officials reporting notable acceptance by both affiliates and sponsors.

There was one new affiliate defection last week, however. WTAG Worcester, Mass., a basic affiliate since 1943, announced it was resigning because of PCP.

But President Arthur Hull Hayes said stations representing more than 85% of the network rate card—the minimum goal—had confirmed their acceptance of the plan, under which CBS Radio trims and regroups its programming and pays affiliates primarily in newscasts for local sale rather than in money (BROADCASTING, Nov. 3, 1958).

Sales Vice President John Karol asserted that new and expanded commitments totalling $4.4 million in net billings had been signed since PCP was announced two months ago. He said "it has become indisputably clear that [PCP] will continue to accelerate the addition of leading national advertisers to CBS Radio's sponsor roster."

Cancellation Notices • Officials said they were unable to estimate numerically how many of their 200 affiliates have signed for PCP. They confirmed, however, that the network sent cancellation notices to 13 affiliates who had indicated they would not clear network programming satisfactorily. They declined to identify the 13, asserting that one had since signed and explaining that they didn't want to make it more difficult, by naming names, for others to change their minds.

President Hayes said that "acceptance by some of the [unsigned] stations has been delayed by the unavailability of key executives at this season of the year. The few stations which may decide or have elected not to subscribe to the plan will continue to carry our programs under the terms of their existing affiliation contracts for a period of six months. During this period we will make affiliation agreements with other stations in these markets as replacements so that our advertisers may continue to receive complete nationwide coverage."

Network authorities also reported that allowances were being made for affiliates which could not clear the complete network schedule because of existing local commitments but which planned to clear as soon as these commitments could be rearranged.

WTAG's Herbert L. Krueger, vice president and general manager, announced his station's decision to disaffiliate, next June, last Wednesday after a WTAG board meeting. The letter of resignation to CBS was quoted:

"We consider the barter plan contrary to our concepts of responsible broadcasting. We feel we have no right to trade away control of the station's policies, programs or prices. We also have no desire to do so.

"Despite our regard for the personnel of the CBS organization and our respect for its accomplishments we do not feel that under the new plan WTAG could best live up to its responsibilities to its public or to its advertisers. Nor do we feel that the new plan advances the best interests of the broadcasting industry."

CBS Radio is known to have lost at least two other affiliates as a direct result of PCP. WJR Detroit blasted the plan, said it would disaffiliate next spring (BROADCASTING, Nov. 24, 1958) and WSAN Allentown switched to NBC (BROADCASTING, Dec. 15, 1958), effective yesterday (Jan. 4). Network officials said these are the only definite casualties to date.

New Contracts • Latest advertiser contracts, listed by Mr. Karol in an announcement being released today (Jan. 5), include Sterling Drug (through Thompson-Koch) for three 2½-minute units of daytime serials a week for 13 weeks starting today; California Packing Corp. (McCann-Erickson, San Francisco), twenty 2½-minute units of daytime dramas a week for seven weeks starting Jan. 12; Lever Bros.' Surf (BBDO), seven 2½-minute units of daytime serials for 13 weeks starting today and Lever's Dove toilet bar (Ogilvy, Benson & Mather), fourteen 2½-minute units per week for two weeks starting today.

EDWARD J. NOBLE

Largest single owner of stock, ABC officer

Edward J. Noble, chairman of the finance committee and largest single stockholder of American Broadcasting-Paramount Theatres, died Dec. 28 at his home in Greenwich, Conn., at the age of 76. He had been in poor health for more than a year.

Mr. Noble's career spanned industry, finance, public service and philanthropy as well as broadcasting. He was chairman of the board of Beechnut-Life Savers Inc. and at AB-PT was on the executive committee as well as chairman of the finance committee.

Mr. Noble: "Serve public interest"

Mr. Noble merged ABC with United Paramount Theatres in 1953 to form AB-PT. He acquired the network in 1943 for $8 million. When the merger with UPT was completed, it was called a $25 million deal. He had bought the network—then called the Blue—from NBC, which was operating both the Blue and the Red Networks but was required by FCC's chain broadcasting regulations to dispose of one.

Stock Holdings • At his death Mr. Noble owned approximately 75% of the preferred and 8% of the common stock of AB-PT. Much of his holdings, especially in common stock, was in the name of the Edward John Noble Foundation, which he founded in 1940 and which has made many substantial contributions for educational, religious and charitable purposes. Mr. Noble and Earl E. Anderson, vice president and secretary of Beechnut-Life Savers and also on the AB-PT board, were trustees of the foundation.

When he bought the Blue Network, re-named ABC in 1944, Mr. Noble said that especially in broadcasting "serving the public interest, convenience and necessity is not just a phase," but "an obligation and a duty." Under his ownership, during which he served as board chairman, ABC never paid a dividend and he never received a salary.

He had entered the radio ownership ranks in 1941 by acquiring WMCA New York. He sold it when he bought ABC.

Built Life Savers • With a partner, he bought the Life Saver mint candy property from a Cleveland manufacturer in 1913 and built it into a multi-million-dollar business. It was merged with Beechnut Packing Co. in 1956.

Mr. Noble was born Aug. 8, 1882, in Gouverneur, N.Y., and received his A.B. from Yale in 1905. He held honorary LLD degrees from St. Lawrence U. (1939) and Syracuse U. (1955).

N.Y. MEDIA FIGHT

It gets hot as radio-tv dispute paper claims

The traditional broadcast vs. print media war is destined to get hotter following settlement Dec. 28 of the 19-day old New York newspaper deliverers' strike, it was learned last week.

With New York's nine dailies resuming publication last Monday, the publishers said they had lost some $25 million in combined circulation and advertising revenue ($17 million due to advertising, $8 million in circulation). To underscore their plight, the newspaper faction quoted statistics compiled by such diverse organizations as the New York City Dept. of Commerce, the Federal Reserve Board and executives of leading department stores that indicated a $10 million drop in retail sales during the strike period.

These claims were challenged promptly by officials of both the Radio Advertising Bureau and the Television Bureau of Advertising. The two trade associations were working overtime last week assembling what one RAB executive termed an "arsenal of fact." The first shot won't be fired for some time yet. RAB and TvB both are priming their ammunition before squeezing the trigger. But this much was indicated:

The RAB Position • RAB "shortly" will produce one of its biggest mailings—a four-page newsletter that will analyze the effects of the strike. RAB member stations will distribute them among retailers in their respective areas. It will accuse the newspaper industry of attempting to exaggerate the effect of the strike by saying that many major New York advertisers did better this Christmas than the year before—and without spending a penny in newspapers.

The RAB newsletter further will say —it's understood—that the important question is not how much higher sales were this Yuletide than last, but that newspapers are not indispensable in selling merchandise that in normal times is promoted 100% in newspapers.

Citing the results of newspaper strikes in Pittsburgh (1950), Tacoma (1952), New York (1953) and Detroit (1956), the RAB-Philadelphia analysis concluded: "Each time the results have been the same; a dramatic demonstration that the absence of newspapers is by no means crippling—even for the retailer accustomed to spending all his advertising dollars in this form of customer communication."

The TvB Position • TvB as of last week hadn't yet made up its mind how to most effectively make use of its storehouse of facts and figures, whether to answer through an official statement by TvB President Norman E. Cash or a mailing similar to RAB's. But TvB's analysis shows that:

Store volume increased in the city proper from 3-5% during the Dec. 1-24 period and these increases were dwarfed by the boom in the suburbs—an extension of a national trend. Though the strike began Dec. 9, the newsprint and advertising blackout did not set in until Dec. 11. Yet, during that peak buying period—when most retail ads would have been placed—TvB found suburban store sales brought total dollar volume for the Greater New York area up 7-9% over a similar 1957 period.

In citing the Federal Reserve Board's claim that department store sales in New York were up 6% for the week ending Dec. 13 but down 3% the following week, TvB warned against the "variables" in this week-to-week comparison. For example, said TvB, the second week of December 1957 saw New Yorkers stripped of subway transportation; yet the "pent-up buying power skyrocketed the following week's business 15% in the New York area." This, contends TvB, means that while department stores may be "down 3%," they are down 3% from an abnormal 1957 high of plus 15—in short—they weren't down at all.

The Fairchild Index • TvB makes liberal use of the findings of the Fairchild index of retail buying power. It is issued by Fairchild Publications, which publishes *Women's Wear Daily* and other print-slanted and retail-oriented newspapers and magazines. Findings for the week ended Dec. 27 (day before the end of the strike) show that retail sales on a national level (17 major cities reporting) tie New York with San Francisco in second place, with sales up 27% in both cities. Leading in retail increases was Philadelphia with a 29% gain; third was Detroit with a 21% gain, followed by Chicago, Cleveland, Minneapolis-St. Paul and Los Angeles as the top retail markets. Asks *Women's Wear Daily* in its news columns: Isn't it necessary to re-evaluate the quantity of newspaper advertising during the Christmas season?

More RTDG talks

The two-year contract between the Radio & Television Directors Guild and ABC, NBC and CBS expired Wednesday (Dec. 31) but the deadline for negotiations was extended to Jan. 14. Talks have been held since Dec. 4 [BROADCASTING, Dec. 8, 1958] but "scant progress" has been achieved to date. RTDG is said to be stressing provisions in a new contract that would prevent possible unemployment resulting from increasing use of videotaped programs and commercials.

New AFTRA pact set for L.A. o&o outlets

Staff announcers with a year's seniority at network owned and operated stations in Los Angeles will receive an increase in minimum pay from $155 to $167.50 a week under a new agreement reached last week between the stations and the Los Angeles chapter of American Federation of Radio-Television Artists. Pay for beginning staff announcers rises to $155.50 a week under the two-year pact. It is retroactive to Nov. 16, 1958, and runs through Nov. 15, 1960, AFTRA reported.

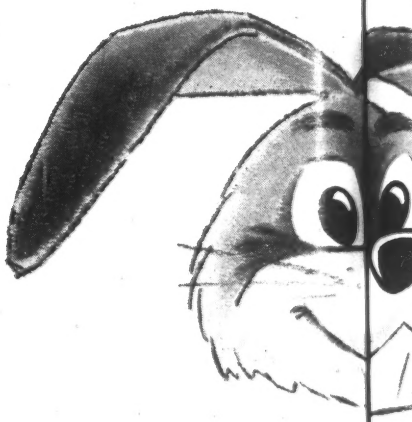
Agreement covers AFTRA members at three radio stations—KABC (ABC), KNX (CBS) and KHJ (Don Lee-Mutual)—and three tv stations—KABC-TV (ABC), KNXT (TV) (CBS) and KRCA (TV) (NBC). No distinction is made between announcers at radio or at tv stations in the agreement, which raises in-shift commercial fees by 10% and in-shift participation program fees by 5%.

Freelance minimum fees are increased from $66 to $70 for a one-hour program, with freelance sportscasters getting a 10% increase. Staff announcers are to be paid freelance scale for work done out of shift. Announcers will also get a 10% premium for working in the midnight-to-6 a.m. period.

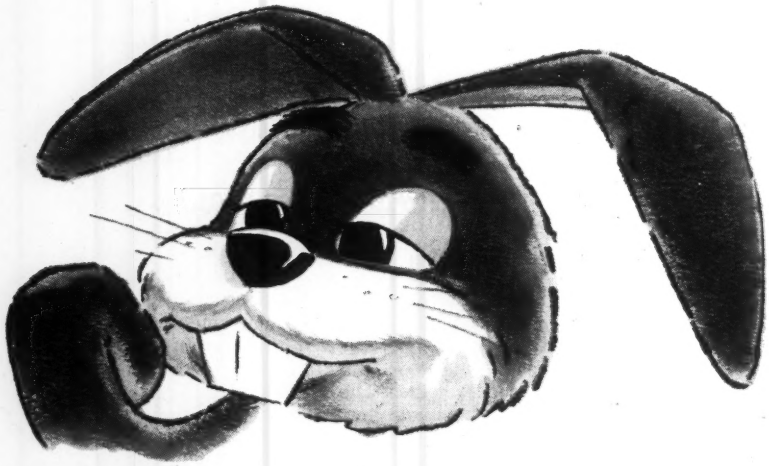
For taped programs, either audio or video, a staff announcer taping programs in-shift for broadcast at out-of-shift times but within his workweek, will receive no extra payment, provided another staff announcer is assigned to the show at the time of broadcast. If the show is broadcast on the announcer's day off, however, he is to be paid either the freelance or overtime rate.

AFTRA's insistence that a standby announcer be assigned to any program taped by a staff announcer who is not on duty at the time of broadcast, although accepted by the network-owned stations, has been vigorously opposed by the four independent tv stations in Los Angeles—KCOP (TV), KHJ-TV, KTLA (TV) and KTTV (TV). Their position, as presented by Harry Warner, counsel for KTLA, is that this is featherbedding and a violation of the Lea Act. Negotiations are continuing between these stations and AFTRA, but with little progress toward an agreement reported.

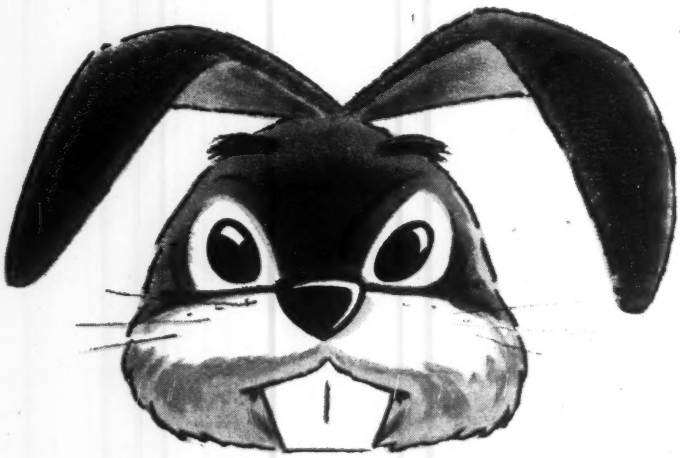
Reruns of taped programs at the o&o Los Angeles stations are to carry fees of 75% of the original each for the second and third broadcasts, 50% for the fourth, fifth and sixth performances, 10% for the seventh and 5% for all further plays. For syndicated taped programs a similar scale goes into effect.



Thanks to you, our viewers and sponsors ABC is <u>still</u> the No.1



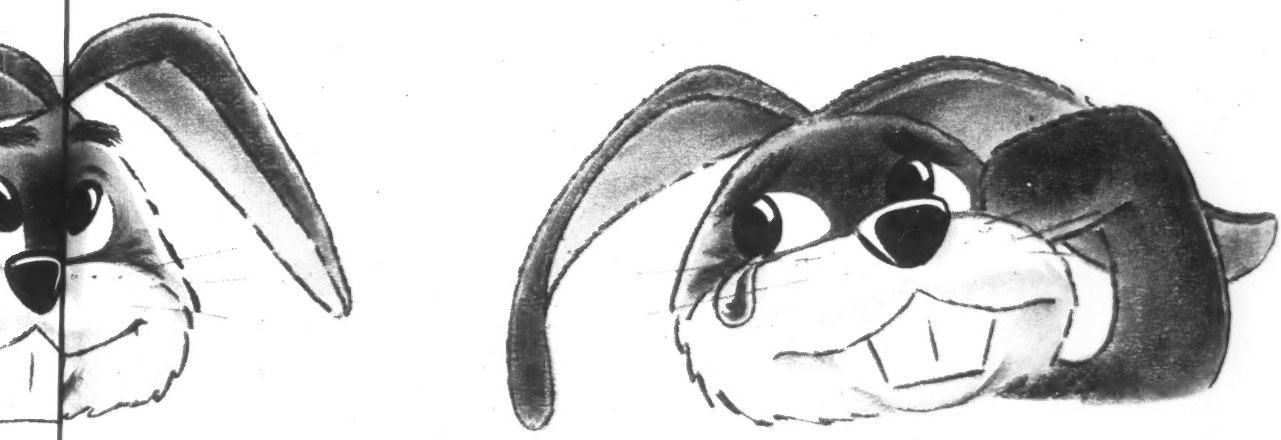
And ABC is the <u>only</u> network... whose evening ratings are up



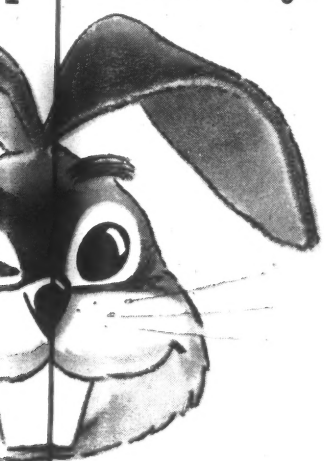
And in the daytime?

ABC-TV's ratings for the 7th and 8th
Daybreak are up 30% over the pre

network 4 nights of the week... Sunday, Tuesday, Thursday, Friday.



from last year. Each of the other 2 networks, sad to say, is down*.



*Nielsen Average Audience per minute all sponsored programs, Sunday through Saturday, 7:30-10:30 PM N.Y.T. for 2 weeks ending December 6, 1958 vs. same period one year ago.

**Nielsen Average Audience per minute, Monday through Friday, 11:00 AM-4:00 PM (local time) for 2 weeks ending December 6, 1958.

weeks of Operation
vious Nielsen Report.**

ABC TELEVISION

CHANGING HANDS

A TRACK RECORD OF STATION SALES,

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

• KSAL Salina, Kan.: Sold to James Stuart by KSAL Inc. for $350,000. KSAL Inc. is owned by John P. and the estate of Sidney Harris, owners of six newspapers and KIUL Garden City, Kan. Mr. Stuart also owns KFOR Lincoln and KRGI Grand Island, both Nebraska, and KMNS Sioux City, Iowa. The sale was handled by Blackburn & Co. KSAL is on 1150 kc with 5 kw, directional antenna night, and is affilated with MBS.

APPROVED *The following transfers of station interests were approved by the FCC last week. Also see* FOR THE RECORD, *page 78.*

• WKTV (TV) Utica and WKAL Rome, both New York: Sold to Mid-New York Broadcasting Corp. by Myron J. Kallet and others for $4 million plus employment of W. T. MacNeilly, one of transferors, as a consultant at $30,000 per year for at least 10 years and agreement to purchase certain real estate for $100,000. Gordon Gray is president of transferee corporation, majority stock of which is held by Paul F. Harron and wife. Transferee officials have interests in WORL Boston, WALL Middletown, N.Y., WSPB Sarasota, Fla., WGR-AM-TV Buffalo, N.Y., WROC-TV Rochester, N.Y.; and the corporation is 60% owner of WSVA-AM-FM-TV Harrisonburg, Va., and half owner of WNEP-TV Scranton, Pa. WKTV (TV) is on ch. 2 and has a primary NBC-TV affiliation. WKAL is on 1450 kc with 250 w and is affiliated with MBS.

• KFRE-AM-TV, KFRM (FM) Fresno, Calif.: Sold to Triangle Publications by Paul R. Bartlett and others for $3 million. This grant is conditioned to action the Commission might take in ch. 12 Fresno rule making proceedings. It was made without prejudice to any action arising out of the Network Study Staff report. Triangle owns: WNHC-AM-FM-TV New Haven, Conn., WNBF-AM-FM-TV Binghamton, N.Y., WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona, Pa., and WLYH-TV Lebanon, Pa. Comr. Robert Bartley abstained from voting in this decision. The sale was handled by Howard Stark. KFRE-TV is on ch. 12 and is affiliated with CBS-TV. KFRE is on 940 kc with 50 kw, directional antenna different pattern day and night and is affiliated with CBS. KFRM (FM) is on 93.7 mc with 68 kw.

• WVIP Mt. Kisco, and WNRC-AM-FM New Rochelle, N.Y.: WVIP sold by Martin Stone and E. Monroe O'Flyn and WNRC-AM-FM sold by Martin Stone to VIP Radio Inc. (Martin Stone, president) for an aggregate amount of $325,000. VIP Radio Inc. is 50% owned by Plymouth Rock Publications. Plymouth Rock is in turn owned by multiple owner John H. Whitney. Comr. Robert Bartley did not participate in this decision. WVIP is on 1310 kc with 1 kw, directional antenna day. WNRC is on 1460 kc with 500 w, day. WNRC-FM is on 93.5 mc with 1 kw.

• KIDO Boise, Idaho: Sold to Mesabi Western Corp. (William E. Boeing Jr., president, owner of KWLK Longview, Wash.) by KIDO Inc. for $181,000. KIDO is on 630 kc with 5 kw, directional antenna different pattern day and night, and is affiliated with NBC.

• WCMB-AM-TV Harrisburg, Pa.: Sold to Hudson Broadcasting Corp. (James A. McKenna Jr., president, has interest in KEVE Minneapolis, Minn.) by Edgar T. Shepard (Rossmoyne Corp.) for $160,000. Also, at the election of Shepard, Rossmoyne Corp. will pay him $10,000 over a five year period as consultant and $37,500 over the same period not to compete. WCMB-TV is on ch. 71. WCMB is on 1460 kc with 5 kw, directional antenna different pattern day and night and is affiliated with MBS.

• WEZL Richmond, Va.: Sold to WEZL Inc. (Ben Strouse, Samuel E. Feldman and Leon B. Back) by William E. Benns Jr. and Barbara Benns for $111,000. Mr. Strouse has interests in WEBB Baltimore, WWDC-AM-FM Washington, D.C., and WMBR-AM-FM Jacksonville, Fla. WEZL is on 1590 kc with 5 kw, day.

• WBUZ Fredonia, N.Y.: Sold to Dunkirk-Fredonia Broadcasting Inc. (H. K. Williams III, president) by Louis W. Skelly for $67,500. Comr. Robert Bartley dissented, asking for clarification of this grant's position in the Commission's diversification policy. WBUZ is on 1570 kc with 250 w. day.

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Daytimer making excellent profit. One station market. Owns good real estate. 29% down balance on easy terms.

$100,000

NORTHWEST

Booming market. Fulltime facility on low frequency. Only station in city. Grossing over $100,000 annually. 50% interest and attractive management contract available to owner-manager for $20,000 cash.

$110,000

FLORIDA

Powerful regional facility in a major Florida market. Reasonable down payment and flexible terms depending on buyer's qualifications.

$400,000

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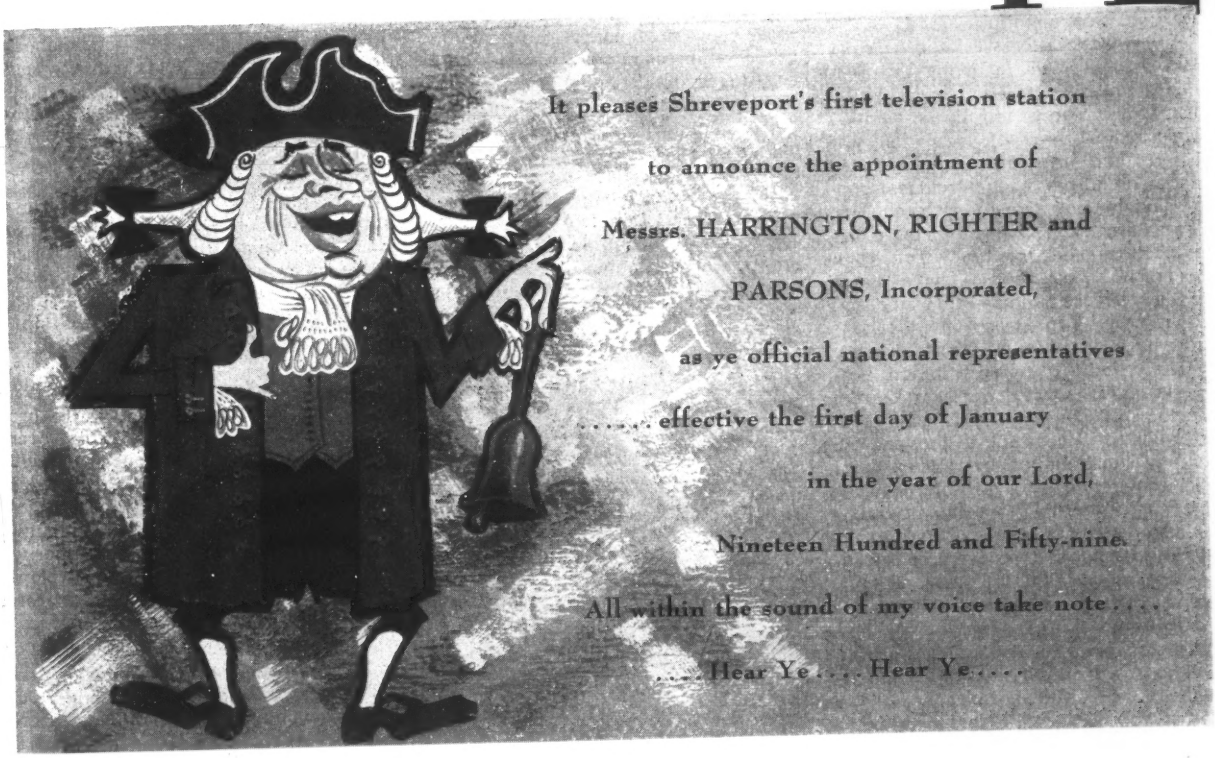
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to announce the appointment of
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PARSONS, Incorporated,
as ye official national representatives
..... effective the first day of January
in the year of our Lord,
Nineteen Hundred and Fifty-nine.
All within the sound of my voice take note ....
.... Hear Ye .... Hear Ye ....

KSLA TV

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CAPITOL HILL FORECAST: STORMIER

86th Congress will probably stir up record radio-tv activity

Still on rubbery legs from the rigors of the last session of Congress, broadcasters and the FCC face no respite as the 86th Congress prepares to open. In fact, indications are that an even more radio-tv-minded Capitol Hill will be primed to top the 85th Congress when all existing records for industry investigations and hearings were broken.

There probably will be one big difference in the old and new Congresses: A majority of the industry hearings may be concentrated in Sen. Warren Magnuson's (D-Wash.) Senate Commerce Committee in a shift from Rep. Oren Harris' (D-Ark.) Legislative Oversight Subcommittee.

While week after week of hearings were held in 1958 involving the FCC and/or broadcasters—and over 150 industry bills were introduced—not a single major piece of legislation was passed. While the 85th Congress failed to turn its talk into action, current congressional temperament is such that several important changes in the Communications Act are freely predicted. Leaders of both houses have stated privately and publicly that the ills turned up by Rep. Harris' investigations must be cured through legislation.

The tv industry will continue to bear the brunt of attack after attack from members of Congress. And, as a result, the public will continue to foot the bill for investigations of everything from television ratings to a possible death of the FCC. According to a BROADCASTING estimate (BROADCASTING, March 17, 1958), the cost to the government went as high as $12,000 for just one-day's session of last year's lengthy House investigations.

Starting point for the Senate probably will be New York hearings on tv ratings, with the FCC to be placed on the carpet soon afterward for questioning on what it has or has not done to solve the allocations problem.

Rep. Harris has promised January hearings by his House Commerce Committee on pay tv (also a lead-off subject in 1958). The committee also will have for early action recommendations made in the report of its Oversight Subcommittee (see story, page 31).

Listed below are Senate and House committees which will be active with broadcasting legislation during 1959. In addition, several other committees will receive bills for consideration which will include provisions affecting radio-tv. All bills introduced in the 85th Congress are dead and must be submitted again to receive further consideration.

Senate Interstate & Foreign Commerce Committee • Chairman Magnuson, in private conversations, has outlined a busy schedule for radio-tv and FCC matters during the first session of the 86th Congress. Under the gun, but not necessarily in the order of importance: allocations, tv ratings, corrective FCC legislation, community television-translators-boosters, spectrum study, pay tv, financial aid to educational tv, direct regulation of networks, advertising of alcoholic beverages, and Barrow recommendations.

It is an open secret that individual members of the committee are displeased with the FCC for not taking a positive step in solving the allocations problem. The committee repeatedly has asked for a Commission report on progress in allocations. The FCC each time has begged off replying until it receives the Television Allocations Study Organization report—now due.

Reports two weeks ago (CLOSED CIRCUIT, Dec. 22, 1958) had the FCC no nearer an allocations solution—nor agreement on what course to pursue—than it was when the freeze was lifted in 1952. On this point, the Commission received a verbal lashing last spring from Sen. John Pastore (D-R.I.) and other committee members.

Sen. Magnuson: Focus shifts to him

A spokesman at the FCC last week said the commissioners have wrestled with the allocations situation "time and time again." He said the Commission is in a "position" to send something to the committee but did not indicate if any definite steps or planned action would be included.

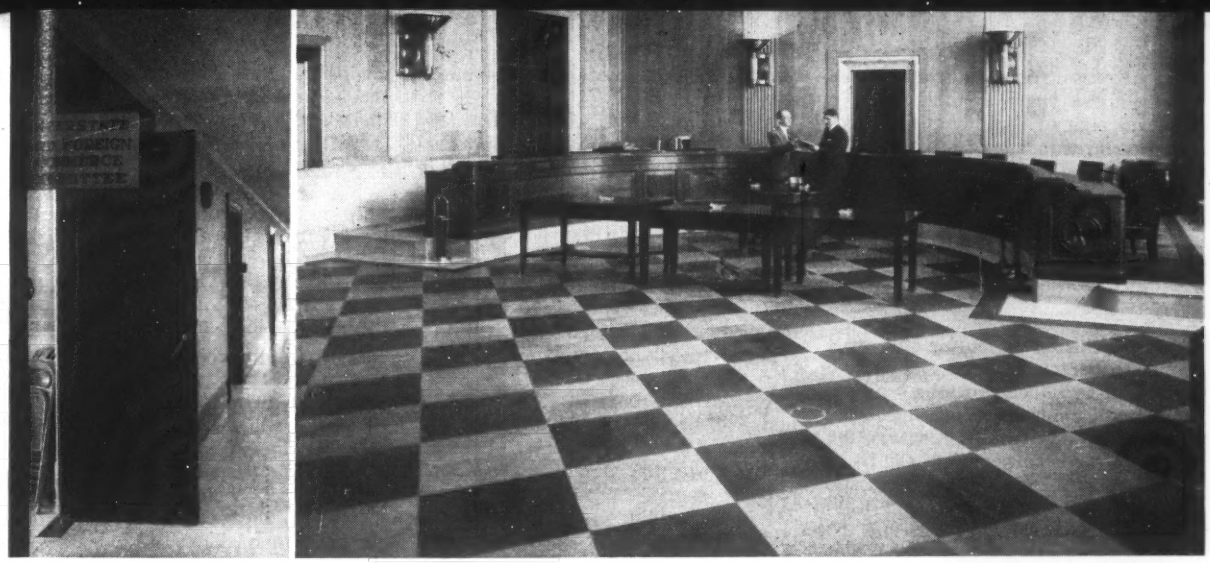
Committee Plan • The Committee will have an allocations report of its own for consideration. Special counsel Kenneth Cox is scheduled to submit his conclusions and recommendations in the near future. Mr. Cox also is to file a report, prior to the allocations study, on CATV and tv service to sparsely-populated areas.

This is a pet project of many members of Congress from the Northwest, whose states rely on CATV or some other means for tv service. Several have demanded that the FCC authorize boosters on vhf channels and legalize current outlawed operations under Commission rules. Several bills of this nature, unless the FCC takes prior positive action, are sure to be introduced.

The Commission consistently has maintained it has no authority over CATV. Counsel Cox, it is believed, will take the opposite view in his report. He believes the Commission has jurisdiction through that part of the Communications Act giving the FCC authority to explore and develop new developments in communications. It is this section the FCC has cited to Congress in claiming it cannot authorize pay tv.

Barrow Report • Sen. Magnuson said the committee also still is awaiting FCC recommendations on the Barrow report —which has been hanging fire for 18 months. In previous appearances before the committee, the Commission has refused to comment on recommendations made in the Barrow report, but promised to take a stand "no later than January 1959."

On the proposed spectrum study. Sen. Magnuson said: "I still think that we have to take a look at that spectrum." He indicated this would be one of the first items to be considered by the committee and that some changes would be necessary in the bill passed



New arena for livelier acts • When FCC and radio-tv spokesmen are called before the Senate Commerce Committee this year, they will have a big, new hearing room in which to testify. The committee has moved from its cramped quarters on the gallery floor of the Capitol to Room 5108 of the New Senate Office Bldg. The telephone remains the same: Capitol 4-3121, Ext. 5115. Planning seating arrangements for the new committee room, which will feature a public address system, are Ed Jarrett (l), the committee's chief clerk, and Nick Zapple, communications expert.

last summer by the Senate. It was introduced by Sen. Charles Potter (R-Mich.), who was defeated for re-election. He said the committee would discuss the spectrum proposal with the House before any measure is approved.

Sen. Magnuson thought the report of the President's special committee would not negate the necessity for a study but would be a starting point for Congress. President Eisenhower appointed a five-man committee in November (BROADCASTING, Nov. 24, 1958) "to review the role of the federal government in the management of telecommunications."

Commission Correctives • And, some type of corrective FCC legislation is almost sure to come from the committee following hearings on the subject. "We've just got to have some kind of bill on these commissions [FCC as well as others]," Sen. Magnuson said. He said the Senate undoubtedly would receive many bills on *ex parte* contacts, code of ethics, improper pressures, term of office of commissioners and appointment of chairman and other matters brought up by Oversight hearings.

Still active in committee files, and due for consideration according to Sen. Magnuson, is a "ripper" bill abolishing the FCC. It was drafted last spring but was never introduced. The Washington Democrat said this bill and all the others introduced will be explored in public hearings. The committee then will report out a measure combining the desired features of all those under consideration, he said. Actually many of the bills on influence, *ex parte* contacts, etc., will be referred to other committees such as Judiciary.

Sen. Mike Monroney (D-Okla.), a member of the Commerce Committee and its Communications Subcommittee, said he thought the Senate should wait and let the House make the first step in corrective FCC legislation. Citing the Oversight Subcommittee, he pointed out it has carried the ball in the past and should be allowed to do so in the future. However, he said there is without doubt a need for corrective legislation.

The committee several weeks ago announced January hearings in New York on tv rating services. For most of the past year, this has been a one-man crusade by Sen. Monroney but of late Sen. Magnuson also has become interested. In fact, the hearings originally were scheduled for December but were postponed because both senators could not be present.

Rating Impact • A one-day session on ratings was held last spring with presidents of five rating services testifying. At the New York hearings, the network presidents and others such as former NBC president Pat Weaver will be witnesses. "We can't legislate against tv ratings but we owe it to the public to point out the effect of ratings on programming," Sen. Magnuson said. The public should know just how the ratings are used in determining programming and the size and accuracy of samples, he stated.

Sen. Monroney is working for an industry-wide agreement on the type of base to be used in ratings. He has been a critic of the alleged "life and death" hold ratings maintain over programming for over a year. "Are ratings the Ten Commandments for programming?" he asked.

For the past two Congresses, Sen. John W. Bricker (R-Ohio) has authored a network regulation bill. A former chairman of the Commerce Committee, he was defeated for re-election and will not be a member of the 86th Congress —but his network regulation bill in some form probably will be.

Sen. Paul Douglas (D-Ill.) has stated that he is considering some sort of network regulation bill if the FCC does not take what he would consider to be a favorable action in the AFTRA-NBC fight over the alleged cutback of locally-originated programming on the network's WNBQ (TV) Chicago. Sen. Douglas, the union and several Illinois congressmen have protested to the FCC, as well as NBC.

"Tyranny" Hit • A protest also has gone to Sen. Magnuson's committee and he has promised to look into the matter during the new Congress. Sen. Monroney did not indicate he is in favor of FCC regulation of the networks but charged the networks are encroaching more and more on local station time. This, he said, confines local advertisers to station breaks in telling their sales stories and results in a "tyranny of national over local interests. This results in sterile programs which reflect only the time-worn script ideas which originate in Hollywood and New York," Sen. Monroney stated.

Sen. Magnuson said he expects the committee to receive several bills against pay tv and "I suppose we will have hearings." Sen. Strom Thurmond (D-S.C.), committee member, was one of the chief Senate pay tv foes in the past Congress and introduced both a bill and resolution banning this method.

The distilling industry received a pat on the back from Sen. Magnuson for refusing to buy radio-tv time. He said

liquor advertising on radio and tv would give drys a stronger arguing point in their campaign to ban advertising alcoholic beverages in interstate commerce.

The chairman predicted Senate approval early in the year on his bill, to be re-introduced, granting each state up to $1 million for etv. The bill was approved by the Senate last spring but died in the House Commerce Committee.

Power Balance • During the past Congress, there were eight Democratic and seven Republican members of the Commerce Committee. With the heavy influx of new Democratic senators, the party in power is expected to get 10 of the 15 committee seats. All Democratic committee members are returning (leaving two vacancies), while four of the seven Republican members (the other three were not up for re-election) were defeated, also leaving two seats open.

Sen. Pastore, as chairman of the Communications Subcommittee, during last winter and spring sat for lengthy hearings on a bill which would prevent networks and stations from owning stock in BMI. Sen. Pastore has sent the hearing record to both Justice and FCC for comment and neither, as yet, has replied. However, the bill was attacked openly by Sen. Pastore and Sen. George Smathers (D-Fla.) stated he has no present plans to reintroduce it.

Senators-elect Clair Engle (D-Calif.), Frank E. Moss (D-Utah) and Howard W. Cannon (D-Nev.) are known to be seeking the two seats open to their party on the committee. Sen. Magnuson said that Sen. Engle, who moves over from the House, has first priority because of his service in the lower body (although he was not a member of the House Commerce Committee). The chairman also said he would like to have Sen. Moss on the committee. The chances of Sen. Cannon are considered slim since Sen. Alan Bible (D-Nev.) already is a member.

Sen. Andrew Schoeppel (R-Kan.) will move up to ranking minority member, replacing Sen. Bricker. He said there had been no discussions as to what Republicans would be assigned to the two committee vacancies. John M. McElroy, Sen. Bricker's administrative assistant, will replace Bert Wissman as minority clerk of the committee [CLOSED CIRCUIT, Dec. 22, 1958]. Mr. Wissman will remain on the committee's professional staff.

Subcommittee on Legislative Oversight of House Commerce Committee • This investigative body exposed FCC and broadcasting linen during 1958 hearings which began in February and continued sporadically through December. The committee's past has been a stormy one—both internally and externally—and its future is up to the new Congress.

The subcommittee was established in March 1957 with a $250,000 appropriation to determine if federal regulatory agencies are carrying out their duties as Congress intended. The House appropriated an extra $60,000 last August for its use during adjournment.

Meeting in Washington last week to draft their final report (see page 31), the members recommended that the investigative body be continued during the 86th Congress.

Whether the scope of 1959 investigations will be the same as those in 1958 remains to be seen. However, members returning to the new Congress have publicly stated the subcommittee has only scratched the surface in its planned investigations. It will be necessary for the full House to approve the subcommittee's continuance. While there will be opposition from individual members of Congress, the House is expected to go along with the subcommittee's own recommendation.

There has been some talk of disbanding the Oversight Subcommittee as such and continuing its work under an existing Commerce Committee subcommittee. Rep. Harris in the past has recommended this course.

Broad Impact • Work of the subcommittee has had far-reaching effects on the FCC in particular and the broadcasting industry in general. The courts have returned tv cases to the Commission as a result of testimony before the subcommittee and the FCC has reopened others on its own motions.

The subcommittee thoroughly aired the Miami ch. 10 grant. As a result, then Comr. Richard A. Mack resigned, the record was re-opened and the FCC now has before it a special examiner's recommendation that the grant to National Airlines be revoked. Also coming under subcommittee scrutiny in public hearings were tv grants in Boston (ch. 5), re-opened by the FCC; Pittsburgh (ch. 4), and the shift of ch. 2 from Springfield, Ill., to St. Louis. Several other cases were mentioned in subcommittee proceedings — and many others (over 30)—were investigated but no full hearings were held.

Most of the charges before the congressional body concerned improper pressure against the FCC, *ex parte* contacts between commissioners and litigants, gifts to commissioners and unauthorized disclosure of FCC actions.

Rep. Morgan Moulder (D-Mo.) started 1958 as chairman of the subcommittee. He "resigned" in February soon after the chief counsel, Bernard Schwartz, had been fired as the aftermath of a bitter and well-publicized fight with the subcommittee members. Rep. Harris replaced Rep. Moulder as chairman. Rep. Moulder remained on the committee. Other Democratic members are Reps. John Bell Williams (Miss.), John Moss (Calif.), Peter F. Mack (Ill.) and John J. Flynt (Ga.).

Rep. John Bennett (R-Mich.) is the only minority subcommittee member who returns. Three Republicans retired —Reps. Charles Wolverton (N.J.), Joseph P. O'Hara (Minn.) and John Heselton (Mass.)—while Rep. Robert Hale (Me.) was defeated.

House Commerce Committee • If Chairman Harris sticks to announced plans, the first 1959 performance of this body will be a repeat of January 1958 hearings on pay tv. Last summer, Rep. Harris prevailed on the FCC to withhold approval of a toll test until the 86th Congress could take action. At that time, he promised hearings early in January and the FCC agreed not to act until the new Congress adjourns its first session the following summer.

In preparing for the hearings, Rep. Harris last fall queried professional football and baseball teams and pay tv proponents on what negotiations, contracts or plans had been formulated. The congressman has received replies but they weren't revealed.

Rep. Harris, and many other members of his committee, are outspoken foes of pay tv. Observers, therefore, believe the committee will report out a bill early in the session banning any form of over-the-air pay tv.

It has not been announced whether the full committee or the Communications Subcommittee, also headed by Rep. Harris, will sit for the pay tv hearings. After the sessions a year ago on the same subject, Rep. Harris stated privately that there would be no more hearings conducted by the full committee because of its size, 33 members. It is felt with 33 interrogators, the proceedings get out of hand and the chairman loses control.

Spectrum Study • Another major broadcast item facing the committee will be the formation of a special commission to make a spectrum study—a controversial issue in the latter stages of the 85th Congress. The Commerce Committee last August approved a White House-amended version of the Senate-passed Potter bill which immediately ran into stiff opposition from broadcasters. The bill was scheduled for full House consideration the last week of the 86th Congress but was withdrawn when the unexpected opposition arose.

Like Sen. Magnuson, Rep. Harris has stated that such a study is necessary. However, the first move during the new Congress probably will be made by the Senate. Rep. William Bray (R-Ind.), author of a spectrum study measure in the past Congress, said last

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1st First . . . in quarter hours when all 3 Omaha Stations compete!

ONE-WEEK		FOUR-WEEK	
KETV	160½	KETV	147
Station B	105	Station B	130
Station C	135½	Station C	124

1st First . . . in Share of Audience, 6 P.M.-Midnight, Sun.-Sat!

ONE-WEEK		FOUR-WEEK	
KETV	42.4	KETV	36.2
Station B	27.2	Station B	31.8
Station C	30.4	Station C	31.7

1st First . . . in Omaha's choice of Movie Entertainment!

Movie Masterpiece
(Starts 9:35 P.M.)

ONE-WEEK (average)		FOUR-WEEK (average)	
KETV	24.5	KETV	16.6

9:35 Movie Cumulative rating: 70.6!

Late Movie Cumulative rating: 40.4!

Act promptly to buy minutes and breaks with ratings averaging in the upper 20s and 30s, adjacent to leading ABC-TV network shows and Omaha's highest-rated movies.

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- **BEAT** I Love Lucy . . . . . 13 times in 13 surveys!
- **BEAT** The Californians . . . . 12 times in 13 surveys!
- **BEAT** Pat Boone. . . . . 11 times in 13 surveys!
- **BEAT** Bob Cummings. . . . . 11 times in 13 surveys!
- **BEAT** U. S. Steel Hour. . . . 11 times in 13 surveys!
- **BEAT** Person to Person . . . 10 times in 13 surveys!
- and always **BEAT** Suspicion, George Gobel, Colt .45, Welk's Top Tunes, Eddie Fisher, Your Hit Parade, etc.

Nielsen, Oct. '57 thru Apr. '58

OUTSTANDING RATINGS IN MARKETS LARGE AND SMALL

Detroit	San Diego	Baltimore
20.7	22.3	26.3
ARB, July '58	Pulse, Aug. '58	ARB, Sept. '58
Cincinnati	Lubbock	Portland, Ore.
30.5	34.0	31.0
ARB, Feb. '58	ARB, Apr. '58	ARB, June '58
Seattle-Tacoma	San Antonio	Los Angeles
37.8	27.9	25.4
ARB, Apr. '58	Pulse, Mar. '58	ARB, Mar. '58

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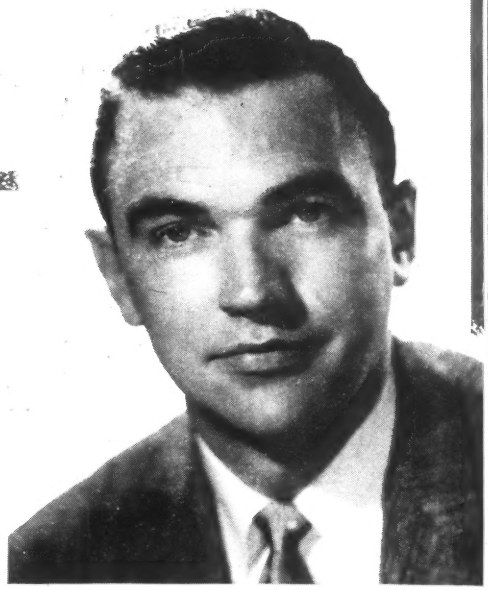
says **DONALD R. KEOUGH**
Director of Advertising
Paxton and Gallagher Co.



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Time after time, admen freely tell us they never miss an issue of Advertising Age because it brings them "more advertising news, more currently." What's more, they value the penetrating analyses of trends, and file (for repeated reference) the special roundups and surveys. That's why, when it comes to reaching most of the executives of importance to you—those who *influence* as well as those who *activate* major broadcasting decisions—you can count on Ad Age.

The Paxton and Gallagher Co., for example, has found broadcast media effective in telling their Butter-Nut coffee story. Many of the firm's radio franchises have run continuously for more than twenty years, and a major portion of this coffee concern's ad budget is allotted to television. Expenditures for spot tv alone topped $811,000 during 1957.*

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*Television Bureau of Advertising, Inc.

DONALD R. KEOUGH

Mr. Keough has served the Paxton and Gallagher Co. in both sales and advertising. Starting in 1950, he managed the display department for two years, after which he became assistant sales and advertising manager for the Omaha coffee concern. He was advanced to his present position in November, 1957. Under Mr. Keough's advertising management, Paxton and Gallagher has had remarkable success with the use of humor in radio commercials for its new Instant Butter-Nut coffee. More than 1,000,000 jars were sold after five weeks of the light approach in commercials introducing this product.

Away from guiding advertising campaigns, Mr. Keough is a family man who devotes much of his leisure time to civic organizations and service clubs. Among his community interests are the Red Cross Blood Program, the South Omaha Youth Center and the Serra Club, which fosters the entrance of young men into the Catholic priesthood.

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week he was undecided on whether he would re-introduce the measure.

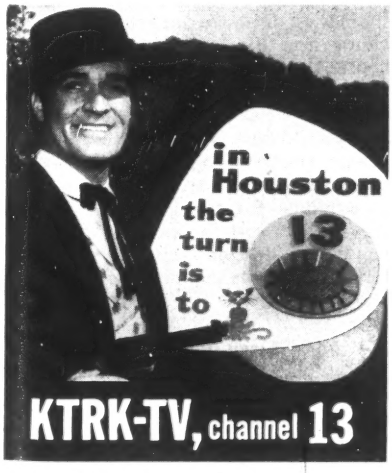
House committee leadership does not share the enthusiasm of the Senate Commerce Committee's chairman for his proposal of financial aid to educational tv. In fact, some congressmen expressed outright disapproval of the bill last summer. Rep. Harris' committee also will be required to pass on all legislation introduced as a result of the work of its Legislative Oversight Subcommittee (see above).

Perennials • As in past Congresses, the committee undoubtedly will receive legislation on such subjects as prohibiting the advertising of alcoholic beverages in interstate commerce, prohibiting broadcasting of horse race or lottery information, changes in FCC rules regarding multiple ownership, CATV systems, increase in license periods of radio-tv stations, limited proportion of commercial time broadcast and repeal of Sec. 309 (c) of the Communications Act (protest provision).

Seven of the 15 Republican members of the committee during the 85th Congress either were defeated or did not run for re-election. All of the 18 Democratic members will be back for the new Congress, but because of the new congressional ratio, the majority party is expected to receive 21 seats on the committee with the GOP representation dropping to 12.

Rep. John Bennett (R-Mich.) jumps four places to become ranking minority member, replacing retiring Rep. Charles Wolverton (R-N.J.). Commerce Committee members also retiring were Reps. Joseph P. O'Hara (R-Minn.) and John W. Heselton (R-Mass.). Defeated were Reps. Robert Hale (R-Me.), John V. Beamer (R-Ind.), Joseph L. Carrigg (R-Pa.) and Will E. Neal (R-W. Va.).

Rep.-elect David S. King, Utah Democrat, is known to be seeking a seat on the committee. There probably will be three majority and four minority seats open.



Legal & Monetary Affairs Subcommittee of House Government Operations Committee • This eight-member investigative body, headed by Rep. John Blatnik (D-Minn.), will bear watching by broadcasters during the 86th Congress. Not generally known is the fact that the Blatnik group was poised to launch an all-encompassing investigation of the FCC prior to formation of the Oversight Subcommittee.

Preliminary work already had been done along this line but the subcommittee bowed out in favor of the Harris subcommittee. And now, with the future of Legislative Oversight in doubt, the Legal & Monetary unit again is prepared to carry the ball.

Advertising Probes • During the past two years, the subcommittee devoted a good deal of its time to false and misleading advertising. Last summer, it issued three separate reports severely chastising the FTC for its alleged failure to crack down on advertising claims of weight-reducing, tranquilizer and dentrifice manufacturers (BROADCASTING, Aug. 25, 18, 1958).

Antitrust Subcommittee of House Judiciary Committee • When the Second Session of the 85th Congress convened a year ago, this body was awaiting action by the FCC and Justice Dept. on recommendations made in the Barrow report and the subcommittee's own Celler report (BROADCASTING, June 10, 1957). Presumably the subcommittee still is waiting because neither body has taken any positive steps on either report.

The subcommittee made some strong recommendations of its own, especially on network option time and must-buy practices, 18 months ago, none of which have been carried out—or for that matter, turned down—by the FCC. Rep. Celler, chairman, has made no statement on any planned action.

Again this year, the subcommittee will be asked to deal with legislation exempting professional sports from antitrust law.

Sports Supporters • An amendment removing language in the Celler bill which called for exemption of those phases of professional sports "reasonable and necessary" only was pushed through on the House floor by Reps. Francis Walter (D-Pa.), Kenneth Keating (R-N.Y.) and others. A staff report released today (Jan. 5) by the subcommittee includes a draft of a proposed across-the-board code of ethics for former and current government officials (see page 60).

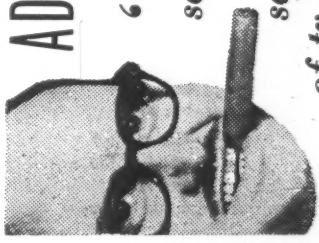
Broadcasters were actively against the measure as it passed the House.

The subcommittee plans early hearings on conflict-of-interest proposals as related to Title 18 of the U.S. Code.

ADVERTISING'S BIGGEST PULL IS THE KEL-O-LAND HOOKUP!

KEL-O-LAND is unduplicated coverage (in South Dakota, Minnesota, Iowa, Nebraska). All eyes are on your message when you're on KEL-O-LAND. What's more, you get it all with one single-station rate card!

"This hookup sells you solid to 73,496 square miles of tv viewers."



CBS • ABC

General Offices: Sioux Falls, S. D. • JOE FLOYD, President; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres. • REPRESENTED BY H-R • In Minneapolis by Wayne Evans & Assoc.

Travel Notes • During a fall trip to Europe, Rep. Celler took a careful look at that continent's television operations (CLOSED CIRCUIT, Dec. 21, 1958). The chairman long has been a critic of certain network operations, but came back singing the praises of this country's overall system. The subcommittee staff currently is digesting information compiled on the trip.

Rep. Celler, personally, is expected to continue his all-out fight against pay tv. He was one of the first members of Congress to take a public stand against it.

All members of the subcommittee except Rep. Keating, who was elected to the Senate, were re-elected. The current make-up consists of four Democrats and three Republicans and there has been no word as to whether this ratio will be changed. Rep. William M. McCulloch (R-Ohio) moves up to ranking minority member, replacing Rep. Keating.

Antitrust Subcommittee of Senate Judiciary Committee • Headed by Sen. Estes Kefauver (D-Tenn.), this body effectively stopped last summer's steamroller on behalf of the sports antitrust exemption. The subcommittee held a month of hearings and in early August tabled the bill passed by the House (BROADCASTING, Aug. 4, 1958). The reason given was that senators were not satisfied with the Celler bill and there was not enough time to draft a substitute.

Sen. Thomas Hennings (D-Mo.), member of the subcommittee and author of S 4070 (companion to the Celler bill), is undecided on whether to reintroduce his measure. A subcommittee spokesman stated last week there would be no definite plans for continuing the sports hearings until after the new committee had been formed. It was his belief the Senate body should wait until the House again has acted on a sports bill. He made it plain a majority of the senators did not favor an exemption, including a possible radio-tv blackout, such as contained in the bill that died with the end of the 86th Congress.

He said the baseball people should compromise with opponents of last year's measure. "They wanted to be above the law," he said. "Are they willing to come down from that position?"

It has been reported that Sen.-elect Keating plans to re-introduce a sports measure. All members of the committee will return for the 86th Congress which makes it doubtful if Sen. Keating will be seated on Judiciary.

The parent Judiciary Committee, headed by Sen. James Eastland (D-Miss.), undoubtedly will receive several bills on reforms in government agencies, including the FCC. A spokesman said hearings on such measures would have to be planned as the bills are received.

House Rules Committee • Observers are predicting that one of the first intramural fights in the new House will be an effort to curb the power of the chairman of the Rules Committee. The charge has frequently been made in the past that any legislation the chairman, Rep. Howard Smith (D-Va.), does not favor will not stand a chance of clearing the Rules Committee to be placed on the House agenda.

A move currently is underway to restore the 21-day rule, thrown out by a Democratic-controlled House in 1951. It would permit a bill bottled up in the Rules Committee for 21 days to be considered on the floor on the motion of a chairman or ranking minority member of the committee which has jurisdiction.

The committee undoubtedly will be asked to consider bills which would remove House Speaker Sam Rayburn's (D-Tex.) ban on radio-tv-still camera coverage of House proceedings and committee meetings. Four such measures were introduced in the past Congress. None of them ever saw the light of day.

Excise Taxes Subcommittee of House Ways & Means Committee • As in the past Congress, this subcommittee undoubtedly will be faced with several bills designed to remove or reduce the 10% excise tax on radio and television sets. Of 14 such measures pending last August, a majority placed emphasis on removal of the tax on all-channel sets only as an impetus to uhf.

Heavy pressures were brought to bear during the last two years on behalf of removal of the uhf tax, but, despite a reported favorable climate 13 months ago, the measure did not get out of committee. Among those urging repeal of the uhf tax were the chairmen of the Senate and House Commerce Committees.

Rep. Wilbur Mills (D-Ark.), chairman of the full committee, announced Dec. 11 that no plans would be formulated until after the new Congress has been organized. Rep. Aime Forand (D-R.I.) is chairman of the Excise Taxes Subcommittee.

Senate Constitutional Rights Subcommittee of Judiciary Committee • Chairman Thomas Hennings (D.-Mo.) has announced the subcommittee will hold hearings this month on the public's right to information in government files. Sen. Hennings feels that HR 2767, which was approved by the 85th Congress and signed into law by the President (BROADCASTING, Aug. 18, 1958), does not plug the loopholes available to government "bureaucrats" seeking to withhold information.

Just a fortnight ago, Sen. Hennings charged that President Eisenhower lent his support to a "startling and dangerous" belief that government officials are free to withhold information the public should have. He stated, writing in the *Federal Bar Journal*, that the President subscribed to this theory in signing HR 2767, introduced by Rep. John Moss (D-Calif.). The bill amends a 1798 "housekeeping" statute to prevent its use as the basis for withholding information.

The Missouri Democrat, during the 85th Congress, introduced his own freedom of information bill, S 921, which will be the basis for the new hearings. News-gathering media were strong in their support of the Moss bill, but its effect on government secrecy is somewhat dubious. There still are some 80 statutes on the books which authorize secrecy of one kind or another.

FCC HITS BOOSTERS

No new ones; old ones have to go in 90 days

The FCC last week served notice it will prosecute the operators of vhf tv boosters which go on the air from now on. The Commission said it also will take legal steps to halt operation of vhf boosters now on the air if they don't indicate within 90 days their intention to convert to uhf translators or some other type of authorized tv station.

The Commission ordered a halt to vhf booster operation after dismissing a petition by the governor of Colorado for reconsideration of the FCC's June 1957 order which rejected proposals for authorization of vhf boosters and terminated rulemaking which proposed vhf and uhf "repeater" operation.

Comr. T.A.M. Craven issued a separate statement disagreeing with the majority except for the provision to defer action against vhf booster operators. He said he felt the FCC "can and should establish reasonable rules providing for the authorization of vhf boosters on a practical basis." Comr. John S. Cross concurred in the FCC decision, but said he feels the Commission should have adopted an alternative course, suggested by him, which would have authorized existing vhf boosters to continue for two to three years if they meet "certain specified technical conditions designed to prevent interference." He called his plan "a more reasonable period of time for a changeover."

Waiting Legal Backing • The FCC said it has withheld action to compel the unlicensed vhf boosters to cease operation pending litigation, "in which it has now been determined that the emanations from these types of stations

are radio transmissions within the purview of the Communications Act and thus may not be operated without a license by the Commission, and pending the rulemaking proceedings, now terminated, in which it has been determined that vhf boosters and translators should not be licensed."

The FCC's jurisdiction over unlicensed vhf boosters was established in a decision on the Bridgeport, Wash., case, decided by the U.S. Court of Appeals for the District of Columbia in 1957 (BROADCASTING, May 6, 1957).

The FCC said last week that "now that jurisdiction has been confirmed and it has been finally determined that vhf boosters should not be licensed, the Commission must discharge its responsibilty in regulating radio transmissions." But, the FCC added, it is not disposed to take such "hasty action" as to preclude orderly transition to licensed operation. Therefore, a "reasonable" time (90 days) is being allowed for conversion and if an application has not been made by then the FCC will take necessary legal steps to halt unlicensed vhf booster operation. The FCC will not delay appropriate enforcement actions against any new vhf booster operation, the statement said.

Third Time Around • The FCC noted that its action of last week was the third time it has denied requests for such "low powered devices" in the vhf band. It added:

"The Commission has found that the provision now contained in the Commission's Rules for the licensing of tv translators in the uhf tv band meets the needs of small remote communities for a low cost method of obtaining tv reception. In view of the potentiality of serious interference to television service and other services, including services devoted to the protection of life and property, which are allocated to the very congested vhf band, the Commission could not conclude that the public interest would be served by licensing vhf boosters or repeater stations."

Voice From the Hill • Sen. Gordon Allott (R-Colo.) last week denounced the FCC tv booster ruling.

"The problems raised are perhaps not so great for the booster operators," Sen. Allott said, "as they are for hundreds of Colorado home owners in isolated communities who will be without tv or who must pay to convert their present receivers or buy new ones."

Sen. Allott said he had asked the FCC for more time "to work out this situation or find a more acceptable solution." If the FCC does not agree to this request, the Coloradan declared, "I will consider legislation to do the job properly."

MORE HILL CENSURE FOR FCC

Report by House Antitrust Subcommittee points finger at FCC on ethics question

The House Antitrust Subcommittee today (Jan. 5) is releasing its second staff study on conflict of interest legislation. And as has been the case frequently in recent congressional reports, the FCC again takes a rap on the knuckles.

In strongly recommending a code of ethics for all executive employes, the report specifically cites the FCC, saying: "It is regrettable that legislative prodding should still be necessary to induce this agency to adopt a code of ethics."

The report, in three parts, deals with (1) more than 50 conflict-of-interest and code bills introduced in the 85th Congress, (2) a detailed study and analysis of the rules adopted by federal departments and agencies (including the FCC) to prevent conflicts of interest among members and employes and (3) a proposed code of ethics (including draft of a bill) for the agencies.

The staff study also recommends enactment of HR 12547, introduced in the last Congress by subcommittee Chairman Emanuel Celler (D-N.Y.), which would revise and strengthen criminal laws on conflict of interest and bribery.

What's Wanted • Effect of the recommendations, the report states, would include:

"Administrative penalties, including discharge, for employes who engage in unethical conduct.

"Suspension or disbarment of representatives who violate rules governing the activities of former employes.

"Disqualification for contracts and grants of private parties who engage in unethical conduct in dealing with the government."

FCC Target • Covering all government departments and agencies, the report singles out only the FCC for individual criticism. In addition to the all-encompassing ethics bills introduced in the past Congress, it notes that several others would apply to the Commission alone.

"Although the focus of the present study is primarily upon government-wide, as distinguished from individual agency problems of conflict of interest, it may be noted that the Antitrust Subcommittee has long been concerned over practices characterizing the conduct of the business of the Federal Communications Commission," the report states.

Rep. Celler's bill is the desired solution, the report concludes, and other bills that go beyond its proposals "would add unduly to the already formidable array of criminal enactments in this area."

In supporting its recommendation that Congress legislate a code of ethics, the report states that a number of practices within the agencies are contrary to the public interest. "These practices place a burden on a public official's impartiality in his conduct of official business, tempt him to place his private interests ahead of the interests of the government, unfairly prejudice members of the public in dealing with the government, and generate distrust and suspicion of the federal service," the report continues.

"In order to remove any doubt about the impropriety of this type of conduct . . . Congress should enact a code establishing clear and unambiguous minimum standards of honesty and fair dealing in the conduct of government business and require the vigorous enforcement of this code by government administrators. . . .

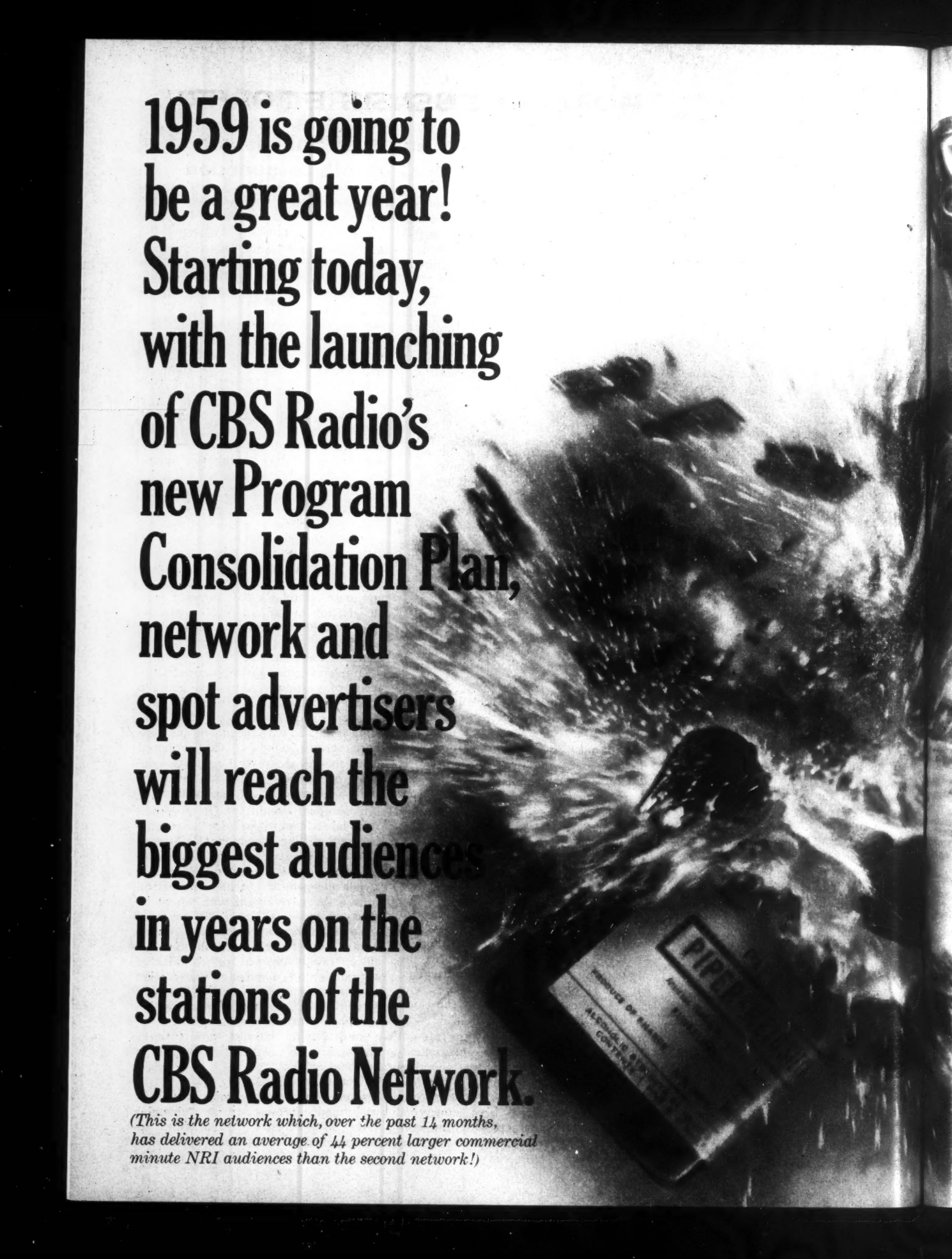
"Implementation in response to the needs of particular situations may be left to the agencies. Nor should such a code provide criminal penalties. Existing laws . . . will adequately penalize more serious offenses. The proposed code should, however, authorize decisive disciplinary action for violation, to be administered by agency heads."

"Improper" Conduct • The proposed code labels "improper" for a government official or employe: (1) Acceptance of gifts, discussion of future employment or frequent or expensive social engagements "with any person outside the government with whom he transacts business . . .;" (2) personal business transactions or private arrangements for personal profit through his office; (3) divulgence of confidential information; (4) acquisition or retention of conflicting interests and engagement in conflicting activities; (5) transaction of official business in the presence of a disqualifying interest, and (6) any appearance of anything improper in personal affairs.

Under provisions of the code, a former government official would be prohibited forever from "changing sides" in a litigated case or from appearing before his former agency for

1959 is going to be a great year! Starting today, with the launching of CBS Radio's new Program Consolidation Plan, network and spot advertisers will reach the biggest audiences in years on the stations of the CBS Radio Network.

(This is the network which, over the past 14 months, has delivered an average of 44 percent larger commercial minute NRI audiences than the second network!)



Leading affiliates coast-to-coast endorse new plan

"The new plan is a big step forward for the preservation of the kind of radio which the public can get only through a strong network and its affiliated stations. The result is bound to be bigger audiences for station's and network's advertisers."

CLYDE W. REMBERT, Pres.
KRLD Radio Corp., KRLD, Dallas
(Owned by Dallas Times Herald)

"Delighted with this forward-looking step in radio broadcasting. This new relationship between the network and its affiliates brings a dynamic new concept in programming to the American public and will result in even greater values to advertisers."

JOHN S. HAYES, Pres.
Washington Post Broadcast Div.
WTOP, Washington, D.C.

"We have long had confidence in the values to our stations of affiliation with the CBS Radio Network. Our enthusiasm is even greater now because of the potential we see in the new CBS Radio plan. In our opinion it provides for ideal blending of local creativity with the admitted excellence of network programming, news service and special events."

FRED BOHEN, Pres.
Meredith Companies
WHEN, Syracuse; WOW, Omaha;
KRMG, Tulsa; KCMO, Kansas City

"Our two stations affiliated with CBS Radio Network are enthusiastic about PCP. It will keep intact the important public service programming and the best of entertainment programming, *and* will provide a greatly expanded news service. These are exactly the things we want from a network to complement local programming."

C. WREDE PETERSMEYER,
Pres., Corinthian B'dcasting Corp.
WISH, Ind.; WANE, Ft. Wayne

"Delighted to know plan is all set. I'm confident it will do what it sets out to do: deliver bigger network and local audiences to our stations."

LEE B. WAILES, Exec. V.P.
Storer Broadcasting Company
WGBS, Miami; WAGA, Atlanta;
WWVA, Wheeling

". . . Unites the strongest features of network service with the intimate appeal of local programming, and we predict a new high in WCCO-CBS Radio audience acceptance."

LARRY HAEG, Gen. Mgr.
Midwest Radio-Television, Inc.
WCCO, Minneapolis

"The network's programming sets a station above run-of-the-mill stations. And this new plan will give advertisers better clearances. It is a good solution to a fairly rough situation both for network and stations. I feel this puts us all in a healthier condition."

HUGH B. TERRY, Pres.
Aladdin Broadcasting Corp.
KLZ, Denver
(Owned by Time, Inc.)

"Very enthusiastic about PCP. Sure it will work out for the benefit of both of us."

ROBERT W. DUMM, Pres.
KROY, Inc., Sacramento

". . . Looking forward to this new arrangement. Feel more certain than ever it should prove of great value to our listeners and profitable to all of us—especially advertisers."

RICHARD A. BOREL, Pres.
RadiOhio, Inc., WBNS, Columbus
(Owned by Columbus Dispatch)

"Advertisers in our market gain maximum sales results through PCP. KSL personality programming plus CBS Radio Network features add up to an unbeatable selling combination."

JAY W. WRIGHT, Exec. V.P.
Radio Service Corporation of Utah
KSL, Salt Lake City

". . . Let me add that the way we feel about the new Plan is, 'Now you're talking!' 1959 should be quite a year. Prospects for bigger audiences and revenues look good."

ROGER W. CLIPP, Gen. Mgr.
Radio-Television Div.
Triangle Publications, Inc.
WNBF, Binghamton

"One aspect I like about it is its definiteness."

LESLIE C. JOHNSON, V. Pres.
The Rock Island B'dcasting Co.
WHBF, Rock Island

"As well as building larger program audiences for both local and network advertisers, one of the most important parts of plan is the hourly national and international news service plus the news in depth CBS News programs. This will give more and better information to listeners in our area than any other station."

CHARLES C. CALEY, Pres.
WMBD, Inc., WMBD, Peoria

"A fine plan and it's going to give advertisers even bigger values than before."

TOM CHAUNCEY, Pres.
KOOL Radio-Television, Inc.
KOOL, Phoenix

"The first real advance in a quarter of a century to make network radio more valuable and useful to the public and advertiser. We applaud it."

WALTER J. ROTHSCHILD
Secy.-Treas., Lee Broadcasting, Inc.
KGLO, Mason City; WTAD, Quincy

two years after leaving government service.

Attorneys and others appearing before the FCC and other agencies would be prohibited, under the proposed code, from (1) making gifts to, discussing future employment of, or becoming unduly involved socially with government officials; (2) seeking to obtain confidential information from the government; (3) unethically employing former government officials, and (4) making *ex parte* representations to agency members or employes regarding litigated cases.

The code would give an agency chairman the authority to dismiss employes, disbar private representatives of applicants and disqualify applicants.

Rep. Celler's Antitrust Subcommittee already has announced it would hold hearings on conflict-of-interest legislation during the new Congress. Today's staff study is a follow-up to a report released last March on the same subject.

New Miami bid opposed

The FCC Broadcast Bureau and general counsel last week jointly opposed a petition by Elzey Roberts asking permission to file as a new applicant for Miami ch. 10 and to intervene in the FCC's current proceeding on ch. 10.

The statement noted that until the FCC acts on the initial decision in the case (BROADCASTING, Dec. 8, 1958) and it has been passed on by the appeals court which remanded it for rehearing, the present licensee, Public Service Tv Inc., "remains the grantee" and there would be "little point" in accepting applications which can't be processed. Until such a time when the FCC would have to consider the legality or advisability of receiving new applications, the statement said, "we can't see how" any potential applicant for ch. 10 as an intervenor would materially "enhance" the FCC's ability to deal with the question.

NAB wants say on vtr

NAB wants a chance to state its views in the drawn-out National Labor Relations Board study of videotape jurisdictional problems. American Federation of Television & Radio Artists seeks exclusive jurisdiction from NLRB over persons making vtr commercials. Screen Actors Guild opposes the AFTRA plea.

Charles H. Tower, NAB broadcast personnel-economics manager, asked NLRB Dec. 31 for permission to enter the vtr proceedings as an intervenor, stating its desire to protect the interests of tv stations. NAB is interested in station vtr activity, not agency or network contracts. It contends AFTRA is asking blanket power which could upset long-established bargaining patterns based on local single-employer negotiations rather than national multi-employer bargaining as requested by AFTRA.

In another labor proceeding, NAB has asked the Wage-Hour Division, Labor Dept., for more flexibility to small-station operators in pay and hours for radio-tv announcers who also sell advertising.

Government notes

• Tomah-Mauston Broadcasting Inc., which received grant for 500-w daytimer on 1390 kc in Tomah, Wis., last October, stayed after protest by WRDB Reedsburg, Wis., last November, asked U.S. Court of Appeals in Washington last week to unfreeze stay. Grantee claimed FCC has discretion in matter, does not have to clamp lid on building pending outcome of protest.

• A construction permit for ch. 17 in Bakersfield, Calif., was granted by FCC last week to Kern County Broadcasting Co. Authorization was without prejudice to such action the Commission might take as a result of a court decision involving ch. 29 KBAK-TV. Also, the FCC reserved the right to substitute for ch. 17 another channel which may as a result of current rule making be assigned to Bakersfield. The FCC also denied a motion by KBAK-TV for a stay of action on the Kern application pending final determination of the KBAK-TV petitions requesting deletion of ch. 10 in Bakersfield or the addition of ch. 8 there.

PLAYBACK QUOTES WORTH REPEATING

As Welcome As Can Be

Judge Thomas J. Faulconer Jr., of Marion County (Ind.) Criminal Court, like his predecessor, Judge Saul I. Rabb [GOVERNMENT, *Dec. 6*], *promises there will be no restrictions on electronic news coverage of his court proceedings providing it operates "within the bounds of propriety." The judge, who will preside over the January trial of Mrs. Connie Nicholas (charged with the murder of Forrest Teel), told Bob Hoover, mobile news chief of WIBC Indianapolis:*

"I figure the taxpayers are my bosses. They put me in office and they have a right to know what goes on in my court. My courtroom is a small one. I can't accommodate a big crowd and if I could I would not expect people to lay off work just to come and hear a trial. They can't afford it and it would not be fair to their bosses. Therefore, I will encourage the media that will acquaint my bosses with what is going on in my court. Radio, tv and newspaper cameras are as welcome as can be.

"The constitution has many provisions. Three of which I will mention in passing. Number one is freedom of the press. Number two is the right of a defendant to a speedy, impartial and fair trial and number three is a man's right to privacy. I know that newsmen, radio, tv or newspaper, are just as interested in protecting a defendant's rights as they are in defending their own.

"I'll expect their cooperation in regard to the above. I shall expect them to stay within the bounds of propriety. If the mark is overstepped I shall take prompt steps to oust the individual or individuals guilty. Dignity must prevail in my courtroom. We are all working for a living and we can continue in our individual veins of effort if all cooperate. Just remember that when a defendant enters my courtroom he is as innocent as you or me until proven guilty beyond any reasonable doubt."

Anti-Tv Snobs Snubbed

Scripps-Howard staff writer Andrew Tully, after a "long diet of holiday cocktail parties, [is] fresh out of patience with a common bore of the canape circuit . . . the anti-tv snob." Mr. Tully notes in his syndicated column:

Some day I'm going to challenge one of those types to spell "cat." Tv is a bum a lot of the time . . ., but on frequently increasing occasions it is a whopping entertainment value.

Two or three hours a week I find something entertaining or stimulating on my 17-inch screen and that makes the set a bargain.

The kid who is allowed to watch tv five or six hours a day is flirting with permanent idiocy, but the parent who okays such a schedule already has achieved that stature. "But it's so pernicious," says one lady of my acquaintance. "It makes children watchers rather than do-ers."

Baloney. Three of my kids play the piano with considerable affection. A fourth has her head in a book several hours a day. . . .

A tv set presumably can ruin a child. But so can too much oatmeal or an overdose of Euclid.

NEW

RCA 500- AND 1000-WATT AM TRANSMITTERS pace the latest trends!

New BTA-500R/1R 500- and 1000-watt transmitters in a choice of colors: red, blue, green, and dark umber gray.

The design philosophy behind these new broadcast transmitters is based on years of experience in developing the most reliable of broadcast transmitters, but the features are radically new. Simplified tuning, reduced installation time, and built-in provision for remote control are some of the improvements. Also included in the design are provisions for remote Conelrad switching.

NO NEUTRALIZATION REQUIRED

Tetrodes throughout simplify the tuning.

BUILT-IN PROVISION FOR REMOTE CONTROL

Terminal strips are provided in the transmitter for connection of a remote-control unit.

BI-LEVEL MODULATION

The very low order of distortion results in improved soundability.

FEWER TUBES

Smaller tube inventory means reduced cost of operation.

ACCESSIBILITY

Vertical construction permits easy access for maintenance.

SIMPLIFIED TUNING

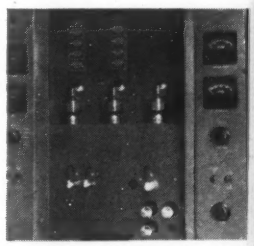
Only one tuning control—on the front panel. All operating controls are conveniently located on front, at both sides of door.

FUNCTIONAL COLOR STYLING

Fits into any surroundings through choice of color for doors—blue, green, red or gray.

EASE OF ACCESS

All tubes can be reached from the front by merely opening the door. Access to the rear is provided through two interlocked panels behind the transmitter. These panels are easily removed with thumbscrew fasteners. Typical RCA vertical construction permits easy access and maintenance. Removable base makes the transmitter easy to move.



NEW OSCILLATOR

Three switchable temperature controlled crystal units, a spare on th main frequency, plus one for automatic Conelrad switching are incor porated in the new crystal oscillator of both transmitters. Six thumb screws hold the etched oscillator-buffer circuit board to the excite subassembly. All oscillator and buffer connections are made through plug type terminal strip. Frequency stability is ±5 cycles for the ne RCA crystal units.

SIMPLIFIED POWER INCREASE

The exciter unit is the nucleus of the basic transmitter; all low-lev rf and audio stages are built into a single unit used in both 500- an 1000-watt transmitters. Thus, power increase is made easier.

For further information about these and other transmitters, call the nearest RC Broadcast Representative. In Canada call: RCA VICTOR Company Limited, Montreal

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N.J.

NO PLATEAU IN SIGHT FOR TV FILM

Competition to intensify as medium matures; tv tape, international market growing factors

The volume of business grossed by tv film distributors in 1958 was "substantially higher" than in 1957 and the outlook for 1959 is even more promising.

This evaluation of the past year and a projection into 1959 was provided BROADCASTING in a roundup of opinion of leading tv film distributors. Other pertinent observations offered:

• In some instances, though gross sales were higher, net sales did not rise commensurately or even were lower in 1958 because of increased overall costs of production and distribution.

• The year 1959 is likely to be the "most competitive" since the advent of tv because the medium has reached full maturity in terms of set ownership, coverage and intensity of viewing, and tv films cannot rely heavily on the tv growth factor.

• There is a likelihood of a rash of mergers among the smaller and medium-sized tv film syndicators, who cannot operate profitably in the more competitive climate of 1959.

• By the end of the year, more tv film companies will have either entered videotaped production and distribution or formulated plans to move into tape, growing with VTR installations at stations.

• The international market will become a more important sales target in 1959.

This is the yearend situation for some of the leading tv film companies.

Independent Television Corp. • This company was formed last September when the Jack Wrather Organization, in association with Associated Television Ltd., British program contractor, bought Television Programs of America for $11,350,000. A spokesman said TPA had "a fine year," but ITC is looking to the future. Jack Wrather, board chairman of ITC, regards 1959 as "a year of building and preparation for a strong foundation for the future." By 1960, Mr. Wrather believes ITC "will lead the field of American companies in national and international tv."

California National Productions • Total sales in 1958 were at a record high, soaring above those of 1957 by 80% and over those of 1956 by 125%. Earl Rettig, CNP president, believes that sales will go even higher in 1959 and has set a sales target of $16 million for this year. CNP, he said, invested $9 million on new programs during 1958, many of which still will be on the air in 1959. At least three new but not further identified series are planned for 1959.

Ziv Television Programs • An optimistic outlook for Ziv during 1959 is based on the record of 1958. John L. Sinn, president, reported that total sales in 1958 rose by 32% over 1957, "itself a banner year." Mr. Sinn views the following as the most important task for 1958: "The development of new ideas and the men to implement them with imaginative, top-quality production"—now that tv films cannot depend upon the medium's growth factor to help sell films. During 1958, Ziv Tv released two series for network showing and seven for syndication.

National Telefilm Assoc. • NTA reported an increase in its gross income in its 1958 fiscal year amounting to almost $15.5 million, said to be an increase of 41.2% over the 1957 fiscal year volume. Ely A. Landau, board chairman, believes that 1959 will be "even more promising" but noted that top-quality production and star values must be present in film series more than ever before. NTA is one film organization that intends to accelerate its plans in the tape field. Through its subsidiary, Telestudios Inc., New York, NTA will announce after the first of the year a schedule of program series to be taped both in New York and Hollywood. The stock of NTA is to be acquired by National Theatres sometime this year but NTA will operate with its present management.

MCA-TV Film Syndication Div. • Business at MCA-TV during 1958 was "highly satisfactory," according to a company spokesman. He noted that by the end of the year MCA-TV had "almost" recouped the $50 million it committed to pay Paramount Pictures for the feature film library it acquired at mid-year. The library now is in 27 markets, he reported, and since many of the major markets are still in negotiation, the potentialities of 1959 are "very interesting." One indication of MCA-TV's expansion plans for 1959 and the future is the acquisition recently of the Universal-International physical plant for $11.25 million for productions by the MCA-TV subsidiary, Revue Productions. The company plans to announce several new tv film series for 1959 shortly.

CBS Films • Total sales during 1958 rose over those of 1957 by more than 30%. Sam Cook Digges, vice president-administration, looks forward to an "even better year," and based on sales expectation, CBS Films plans to introduce seven new series and produce several new pilot films. CBS Films enters 1959 with the largest budget in its history, according to Mr. Digges. He noted that during the past year the company released four new series and said the company was "particularly pleased" that its product attracted several large regional advertisers to tv for the first time.

Screen Gems Inc. • The 1958 fiscal year of Screen Gems, ended last June 30, was the highest in sales volume in company history, amounting to $28

Mr. Cohn | Mr. Shupert | Mr. Wrather | Mr. Rettig | Mr. Sinn | Mr. Digges | Mr. Landau

million as against $22 million in 1957. SG's overall syndication operation, covering both series and feature films, accounted for a 100% boost in sales vs. the 1957 fiscal year. Ralph Cohn, SG president, thinks the outlook for 1958 is most reassuring, both domestically and internationally. Mr. Cohn cited one development at SG he considered important during 1958: The marriage of the film and motion picture business. In this connection, he noted that SG had hired top-level producers and directors from both the tv and motion picture industries, adding that one complemented the other and assured SG of a flow of high-value productions.

ABC Films • Business at ABC Films during 1958 rose by about 62% over that of 1957, attributed largely to its network sales of *Man With a Camera* and *Meet McGraw*, and an increased catalogue of filmed properties offered for syndication. George Shupert, president, believes 1959 is "a most promising year" and said ABC Films plans to produce several new series in association with Joseph Schenck Enterprises, the first of which is "One Step Beyond," which will be carried on ABC-TV as *Alcoa Presents* under the sponsorship of the Aluminum Co. of America. ABC Films believes the international market will become increasingly important, and in this connection recently hired Joseph Smith as director of international operations.

United Artists Television Corp. • In 1959 UA may become a major force in syndication though at present it has no intention of selling its five tv film series on a syndicated basis. It's gearing its product—representing an aggregate $9 million in production commitments—to network and national advertisers and hopes to close its first deal "soon." But since it's shooting all series at a 39-installment clip (rather than on a cautious pilot basis) it seems likely that if no national network sale seems imminent, UA is prepared to shift into syndication. Properties now before the cameras: *Dennis O'Keefe Show, The Troubleshooters, Hudson's Bay, National Airport, Tales of the Vikings.*

KPRS sued

ASCAP announced last week that three of its members have filed suit for copyright infringement against KPRS Kansas City. The plaintiffs allege that copyrighted songs were performed without authorization and are asking the U.S. District Court for the Western District of Missouri to restrain the defendant from performing the songs in the future and to award damages of not less than $250 for each unauthorized performance, plus court costs and attorneys' fees.

Stockholders to vote on NT buy of NTA

National Theatres Inc., Los Angeles, which has obtained court sanction of its plan to acquire the stock of National Telefilm Assoc., New York, will hold a special stockholders' meeting in Los Angeles Monday (Jan. 8) to vote on the proposal.

The final legal barrier was removed over Christmas when Federal Judge Edmund L. Palmieri signed an order, approving the acquisition plan. Judge Palmieri acted after receiving assurance from NT that NTA would purchase the 50% interest of the 20th Century-Fox Corp. in the NTA Film Network (BROADCASTING, Dec. 29, 1958). This stipulation was dictated by the Justice Dept. because an association between Fox and NT, which formerly was the theatre exhibition arm of Fox, might contravene the consent decree of the motion picture industry.

NT stockholders already have received a proxy statement, outlining the terms under which the company would obtain the stock of NTA (BROADCASTING, Dec. 22, 1958). The proposal calls for NTA stockholders to be offered an $11 debenture and a warrant to purchase ¼ of a share of National Theatres' common stock for each share of NTA stock. NT directors already have approved an agreement to obtain approximately 15% of NTA stock from its principal stockholders (Ely A. Landau, board chairman; Oliver A. Unger, president and Harold Goldman, executive vice president) on the same basis.

UA in giant deal

Multi-million dollar deal between United Artists Corp. and Aubrey Schenck and Howard W. Koch—calling for production of tv and theatrical film properties—was signed last week. Messrs. Schenck & Koch had been UA contract producers under former Bel-Air Productions Banner, will rename their venture as Olympia Productions Inc. First tv series for UA-TV Distribution-financing will be *Miami Undercover*, to be shot at Desilu studios.

Syndicators welcomed

The Television Bureau of Advertising is opening up its membership ranks to include tv film syndicators as associate members. Effective immediately, film syndicators are offered access to all TvB sales, research, sales promotion and development materials. Full details are available from William B. MacRae, TvB director of station relations, 444 Madison Ave., New York 22.

PRESCRIPTION

TO ELIMINATE "F. & S. J. V." HEADACHES

If the billion dollar Fresno and San Joaquin Valley gives you buyers headache or various other assorted ills, eliminate the pain, the strain, by using KJEO-TV, the ALL-FAMILY TV Station. With a choice selection of 10, 20 and 60 second avails in addition to program, KJEO-TV has solved many buyers problems, it could solve yours. Call your H-R Man today.

NOBEL PRIZEMEN ON NBC-TV

'Continental Classroom' largest academic conclave world has ever known: Sarnoff

Continental Classroom, NBC-TV's early-morning course in atomic-age physics, has lined up seven Nobel Prize winners to appear as guest instructors in coming months.

Robert W. Sarnoff, NBC board chairman, is announcing the lineup in his latest "Letter" to radio-tv editors, being released today (Jan. 5). "Wouldn't any university in the world trade its parchment birthright for a physics department of that calibre?" he asked.

He said about 270,000 high school and college students and teachers, businessmen, housewives and others tune daily to *Classroom,* conducted by Dr. Harvey E. White of the U. of California at Berkeley and presented at 6:30-7 a.m. on weekdays. This audience, Mr. Sarnoff noted, is "hardly more than a single rating point, but still the largest academic conclave the world has ever known and one that would take Dr. White more than 1,300 years to instruct if he were to divide it into five standard college classes a day."

Classroom, designed to help overcome the "critical, even menacing, shortage in this country of qualified physics instructors," was described by Mr. Sarnoff as "the most dramatic and perhaps the most useful of all post-Sputnik efforts to close the perilous gap in America's science education."

Yet, he said, "It is not particularly dramatic or difficult on NBC's part. We offer technical facilities, production know-how, air time and an existing national lineup of stations." The American Assn. of Colleges for Teacher Education is "a knowledgeable partner," and eight other organizations and companies help financially. "I think our principal contribution is that we exist," Mr. Sarnoff asserted. "Only because of our structure as a national network, able to reach Americans everywhere, can this massive infusion of scientific knowledge be attempted."

He reported that 149 stations carry the program, 250 colleges and universities offer full academic credit for the course, 5,000 high school teachers and teachers-in-training are registered enrollees, and 27,000 others have sent in 50 cents each for a syllabus.

The seven Nobel Prize winners set by Dr. White to appear as guests are Dr. Walter H. Brattain of Bell Labs (Nobel Prize 1956); Dr. Polykarp Kusch, Columbia U. (1955); Dr. Isidor I. Rabi, Columbia U. (1944); Dr. Felix Block, Stanford U. (1952); Dr. Glenn T. Seaborg, U. of California (1951); Dr. Carl D. Anderson, California Institute of Technology (1936) and Dr. Edwin M. McMillan, U. of California (1951). They are slated to make single appearances, starting in February.

PROGRAM NOTES

• Gross-Krasne-Sillerman Inc., N. Y., reports that plans for its new *Fate* anthology series calls for simultaneous production in Europe and Hollywood. Some episodes in 39-program, half-hour series will be filmed in Europe while others are being produced in Hollywood, starting in January. GKS believes simultaneous filming will speed up production and thereby reduce shooting time; broaden production scope (international location shooting) and widen story material possibilities.

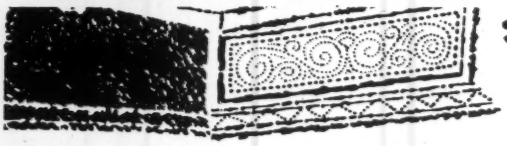
IT TAKES THE First Quarter

IN 1959

TO OPEN THE DRAWER WIDE

in UTAH and COLORADO, IDAHO, WYOMING, NEVADA

KDYL NBC UTAH KTVT4



Turn this ad over to your KDYL-KTVT or Katz sales representative and he will give you a bright, new shiny quarter!

130 Social Hall Avenue Salt Lake City 11, Utah • National Representatives Katz Agency, Inc.

• CBS-TV will introduce an hour-long dramatic series, *Rawhide*, on Jan. 9 (Fri., 8-9 p.m.) under the sponsorship of Lever Bros. and Pharmaceuticals Inc., it was announced last week by William H. Hylan, CBS-TV executive vice president of sales administration (BROADCASTING, Dec. 29, 1958). The agency for Lever Bros. is J. Walter Thompson Co., New York, and for Pharmaceuticals Inc., Parkson Adv., New York. CBS-TV's *Trackdown* moved out of the Friday, 8-8:30 p.m. period last week and will be presented on Wednesday, 8:30-9 p.m., effective Jan. 28.

• Wilding-Tv Div. of Wilding Picture Productions, Chicago, has allocated $1 million for expansion of equipment and facilities used in making tv commercials, announced Joseph Morton, general manager of newly-created division, who also reported 40% increase in tv commercial revenue for Wilding in 1958 over previous year.

• Vincent Michaels Inc., new "radio ads" service offering advertising mats to radio stations for newspaper promotion of local programs, has been opened by Michael Bogen, specialist in syndicated ad mats, at 21 E. 28th St., New York 16. Telephone: Murray Hill 3-7803.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

On NBC-TV:

Jan. 5-9, 12-14 (2-2:30 p.m.) **Truth or Consequences**, participating sponsors.

Jan. 5-9, 12-14 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

Jan. 5, 12 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell.

Jan. 6 (8-9 p.m.) **Eddie Fisher Show**, Liggett & Myers through McCann-Erickson.

Jan. 7, 14 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson Co.

Jan. 7, 14 (9-9:30 p.m.) **Milton Berle**, Kraft Foods Co. through J. Walter Thompson Co.

Jan. 8 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson Co.

Jan. 8 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

Jan. 9 (7:30-8 p.m.) **Northwest Passage**, sustaining.

Jan. 9 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

Jan. 10 (8-9 p.m.) **Perry Como Show**, participating sponsors.

Jan. 11 (4 p.m. to conclusion) **Ninth Annual Pro Bowl Football Game**, Liggett & Myers through Dancer-Fitzgerald-Sample and Mercury Div. of Ford Motors through Kenyon & Eckhardt.

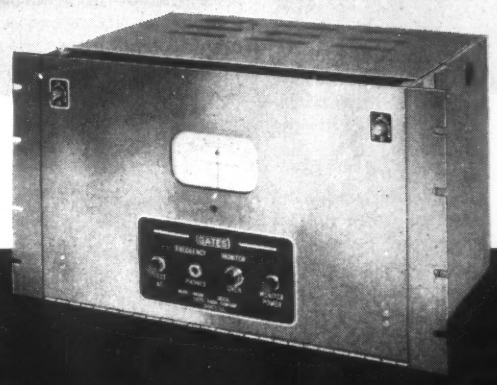
Jan. 11 (7:30-8 p.m.) **Music Shop With Buddy Bregman**, sustaining.

Jan. 11 (8-9 p.m.) **Steve Allen Show**, du Pont through BBDO, Timex through Peck, Greyhound through Grey and Polaroid through Doyle Dane Bernbach.

Jan. 12 (8:30-9:30 p.m.) **Bell Telephone Hour**, Bell Telephone through N. W. Ayer & Son.

Jan. 13 (8-9 p.m.) **George Gobel Show**, RCA through Kenyon & Eckhardt.

NOW AN *Entirely New* GATES FREQUENCY MONITOR



GUARDS THE ACCURACY OF YOUR DIAL POSITION WITHIN ± 2 PARTS IN A MILLION

What's new?—A vacuum type crystal eliminates air gap adjustments and time consuming installation procedures—a new simplified circuit built around Gates solid process printed wiring for greater accuracy and prototype uniformity—may be direct connected or "off the air" monitored*—100% parts accessibility with hinge-down front panel—blanket type heater for absolute even heat distribution to vacuum crystal and oscillator components—simplified extension for remote control, just add the second meter for up to 20 miles of line, nothing else.

There are a host of other new features, of course, as this fully FCC approved Gates M4990 frequency monitor is **entirely** new!

Price in the United States is only $765.00. Delivery is prompt. If you are just starting, specify the Gates M4990 Frequency Monitor. If you need a replacement, the Gates M4990 is the only truly new monitor in recent years. For additional information, write today for brochure No. 84.

Remember, in radio broadcasting, you can always expect the **new** from Gates . . . leader in creative engineering.

*Whip antenna for off air monitoring optional accessory.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —
* Occupation Required

Supermarkets thrive on KTTV (TV) formula

Early last year KTTV (TV) Los Angeles discontinued *Star Shoppers*, a five-year-old series of weekday morning telecasts from Southern California supermarkets. Out the window with the program went the backbone of the station's merchandising program.

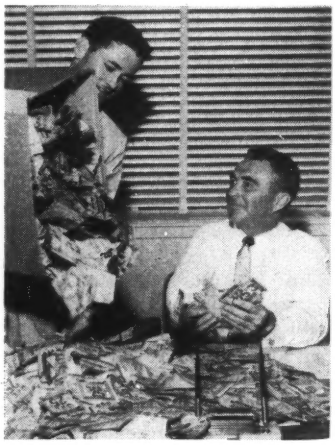
In a search for a new merchandising approach, Jack O'Mara, director of KTTV merchandising and promotion, and his associates approached the problem by asking and answering the basic question, "What is merchandising?" Their answer: "Merchandising is what a medium can do to help its advertisers move their products." It was the foundation for KTTV's new PM (Product Movement) Plan, now proven in operation.

Under the PM Plan, KTTV's advertisers may choose 14 specific merchandising aids. They select the help they want in amounts determined by the value of the advertising they purchase on KTTV. A "value point" scale is used.

Participating at the retail end are 19 foodstore chains with more than 300 supermarkets. Merchandising aids offered (each with value point "prices") include: calls on key buyers; consumer surveys conducted in stores and by telephone; store displays; trade mailings; distribution checks, and Spotlight Boxes and Value Vouchers in the stores' printed advertising, which offer KTTV-advertised items at special discount prices.

Each merchandising service has its own price in value points. These points are charged against the total points earned by the advertiser through his total time purchases on KTTV in each 13-week cycle.

Stores participating in the PM Plan also earn points which are redeemed as credit towards the purchase of time on KTTV. When a store offers a discount price on an item through the Value Voucher in its newspaper ad, the station credits the store with half the value of the discount for each item sold. When the 47-store Thriftimart chain offered Post cereals at a special price of 5 cents for a 21 cents package and sold 14,000 boxes, KTTV gave the store a credit of 8 cents a box, or $1,120, toward the purchase of time on KTTV. The 40 stores of the Fox Markets chain used Spotlight Boxes in its newspaper ads to offer Yuban coffee at a reduction of 30 cents a pond. In a four-day period 68,000 sales were made and Fox Markets earned a KTTV time credit of $10,200.



Measurable Results • KTTV's PM Plan produces proof of ad impact for Tom Desmond (r), Colgate-Palmolive Co. household products division manager, and Chuck Martin, KTTV merchandising manager.

An outstanding characteristic of the PM Plan is its flexibility, Mr. O'Mara claims. A client wanting a special promotion assist outside the 14 points offered will find that KTTV can provide it, he adds. One advertiser preferred to have its own salesmen handle arrangements for store displays. The advertiser conducted a contest among its salesmen and KTTV provided the prizes, charged at two value points per dollar retail price.

Documentary proof of the effectiveness of the PM Plan is offered by Mr. O'Mara as he points to the thousands of redeemed Value Vouchers received by the station at the conclusion of any promotion. He says, "We have tried to develop a plan stripped of all pretense and fluff, a plan which at every step of the way tries to document precisely the results obtained."

The PM Plan has been in operation eight months now. Some of the products for which it has been used are: Value Vouchers—Scott Paper products, Vel, Heinz soups, MJB coffee, White King soap; Spotlight Boxes—Alka Seltzer, Olympia beer, Yuban coffee, Clorox, Schlitz beer; Displays—Colgate, Baker's chocolate and Jif peanut butter.

Supermarket chains participating in the plan range from the 47-market Thriftimart to the 2-market Shopping Basket group located in Southern California.

Young ideas on KTVU (TV)

KTVU (TV) Oakland, Calif., is giving a youthful production firm a chance to show what it can do.

The company is Alpha Productions, a project of Junior Achievement, the youth organization that establishes businesses for its members. For 13 weeks starting Jan. 18, Alpha will have a live Sunday afternoon series on KTVU. The young company creates, produces and sells ($15 for a minute spot, compared with KTVU's $300 rate) the entire series. Alpha stockholders get profits at conclusion of the project.

Ad Week kits available

Advertising's role in the nation's economy will have the support of radio and television in an intensive promotion effort to launch Advertising Week (Feb. 8-14). Participation in the all-media campaign was planned by radio-tv executives and Benton and Bowles, agency for the nationwide project. The material to be offered to networks and stations will advance the theme: "More jobs, better products, lower prices. Advertising works for you!"

The radio kit, including a record with

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

announcements by well-known personalities, a campaign jingle and scripts for live broadcasts, is available at $2. The tv kit consists of one-minute and 20-second films and an eight-second ID spot, and costs $12. Both kits are available from Advertising Federation of America, 250 W. 57th St., New York 19, N.Y. Advertising Assn. of the West is co-sponsor of Advertising Week.

State to use WMTR report

A departure from the usual "straight facts" treatment of a tragic automobile collision was prepared by Bob Stoepker, news director of WMTR Morristown, N.J. The listener impact was such that a tape recording of his report has been selected for use in a pilot program to teach safe driving in New Jersey's public high schools. Mr. Stoepker reported the deaths of four teenaged boys in a head-on crash from the viewpoint of a parent who "suddenly sees 17 years of work and dreams snuffed out in a few violent moments." The original newscast was rebroadcast twice that same day, and a number of Morris County high schools fed the report through their intercom systems for the students to hear. This resulted in a request from the state's traffic safety director, J. Raymond Manahan, for a tape to use in a planned driver education program.

Call letters greet WISN

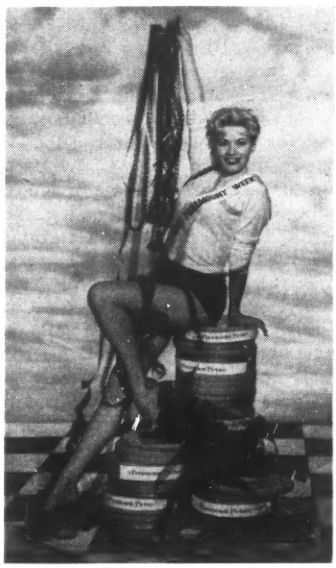
A lot can be said on a postcard if you have the time and patience of the winner in contest conducted by WISN Milwaukee. The station invited listeners to write "WISN" as many times as possible on the message side of a card measuring 5½ by 3¼ inches and offered a $100 cash first prize. A salesman at Wisconsin Magneto Co. wrote the call letters 11,839 times by using 10 well-sharpened No. 9 drawing pencils with a magnifying glass, and the feat required 80 spare-time hours of work, according to WISN.

NBC demonstrates slogan

NBC Radio has sent a ball-and-cup game to advertisers and agencies as the "clincher" of a five-week campaign to popularize the network's "engineered circulation" concept—that advertising on NBC Radio is timed to reach listeners during responsive periods. The game is designed to illustrate the campaign slogan: "The trick is in the timing."

WKCB-WKCQ (FM) pucksters

The Berlin (N.H.) Maroons, an amateur hockey team, are playing this season under the banner of WKCB-WKCQ (FM) Berlin, Richard P. McKee, the stations' owner, has announced. Under station management, the Maroons will play teams throughout New England and New York.



Tv Movie Missionary • Starlet Sandy Warner holds up some of the Paramount footage KNXT (TV) Los Angeles charged her with promoting for a movie splash starting this week.

To herald 12 major motion pictures premiering on KNXT, "Miss Paramount Week" has been calling on the press, riding in holiday parades, appearing at public functions and posing for lots of pictures.

Backing up its front woman, KNXT sent up a plane over the New Year's Day Rose Bowl parade with an exclusive sky-writing franchise to reach an expected 1.5 million parade watchers. Also in the Paramount Week promotion kit: $50,000 worth of air promotion time, 18,000 lines in local newspapers, four pages in *Tv Guide*, giant bus posters, market cards, direct mail, bottle labels, billboards and a full-scale publicity campaign in newspapers and magazines.

The 12 Paramount Week features are being shown on the weeknight *Early Show* and *Big Hit Movies*, Saturday's *Fabulous 52* show and a Sunday film program. Paramount Week movies star Bing Crosby, Bob Hope, Fredric March, Herbert Marshall, Barbara Stanwyck, Jack Benny, Fred MacMurray, Claudette Colbert, Marlene Dietrich and others.

NTA'S DREAM PACKAGE
of 85 feature films from the studios of 20th Century-Fox and other important producers

Each and every one of the 85 feature films in this distinguished group offers a sales and rating dream! top-flight stars, first-rate pictures.

THIS ABOVE ALL
Tyrone Power, Joan Fontaine, Thomas Mitchell
CALL NORTHSIDE 777
James Stewart, Lee J. Cobb, Richard Conte
MOTHER WORE TIGHTS
Betty Grable, Dan Dailey
THE RAINS CAME
Tyrone Power, Myrna Loy
HEAVEN CAN WAIT
Gene Tierney, Don Ameche
CALL OF THE WILD
Clark Gable, Loretta Young
ROAD TO GLORY
Fredric March, Lionel Barrymore

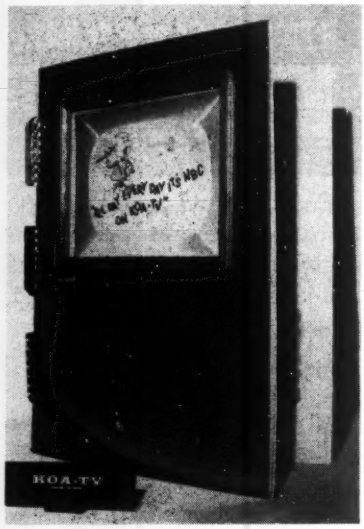
For the full story, get in touch *today* with . . .

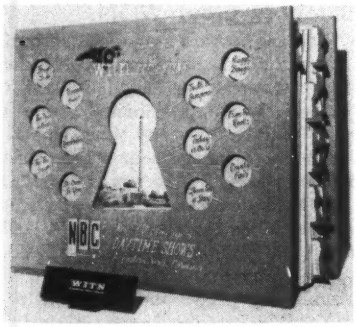
NTA NATIONAL TELEFILM ASSOCIATES, INC.,
10 Columbus Circle. New York 19

KTRK-TV, channel 13

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications





Prize Promotions • These took $5,000 top prizes in NBC-TV's affiliate contest for daytime promotion (BROADCASTING, Dec. 29, 1958). The presentation of KOA-TV Denver, winner in the basic affiliate class, is by Dean Faulkner, station promotion manager. Peggy Cooper of WITN (TV) Washington, N.C., directed the winning campaign in the contest among optional affiliates.

The winning formulas:

KOA-TV built its campaign around a ditty, "All Day Every Day it's NBC on KOA-TV," which was recorded by local personalities and used in a number of ways. The tune was background for all sustaining station breaks for 31 days.

NBC daytime also was promoted in 8,769 lines of advertising in two dailies and 10 weeklies plus the local *Tv Guide*, in five to eight one-minute spots a day on KOA-TV plus promotion on local live shows, and four times a day on KOA Radio. A KOA-TV viewer contest offered an expense-paid week in Havana and 50 lesser prizes, for best answers to "why I like" specific NBC-TV daytime shows (50,000 entry blanks distributed). Banners, cards, store displays and other aids also were used.

WITN promoted the network day lineup in 210 one-minute spots placed on seven independent radio stations, by "Miss North Carolina" and WITN personalities on WITN shows, by a "Keyhole Contest" offering prizes for correct identification of NBC-TV stars from partial photographs; 1,797 announcements on the station and an airplane towing a banner.

Other WITN attention-getters: 2,751 lines of advertising in 18 newspapers plus the local *Tv Guide*, a parade with high school band, a bannered railroad caboose on one and two-day stopovers in nine cities, telephone promotion by women's clubs in eight counties (10,023 calls in 13 towns) and 5,000 program schedules plus other mail matter.

RADIO-TELE-LUXEMBOURG

GIVES ADVERTISERS COVERAGE OF

BELGIUM and NETHERLANDS....Over 1,000,000 Radio Homes
England..2,800,000 Radio Homes **France**...3,500,000 Radio Homes
Germany.....**Ruhr; Rhineland-Pfalz**

WE HAVE NOT LOST AN AMERICAN ADVERTISER IN OVER 10 YEARS!

Advertisers now using RADIO-TELE-LUXEMBOURG

- Aqua Velva
- Colgate Palmolive
- Lux
- Gillette
- Frigidaire
- Tide
- Prom
- Singer
- Nescafe
- MacCormick
- Carters
- Watermans
- Philips Yeast
- Toni
- White Rain

And others

GUY BOLAM **MU 5-1300**
AMERICAN SALES & SERVICING AGENCY **370 Lexington Ave.**

No escape

There may be a long road awindin' but stop in Ponca City and pick up a package at Aunt Lucy's. This is the sort of message wives of traveling salesmen in the WKY Oklahoma City listening area can relay to husbands via the public service program, *Service for Salesmen*, broadcast four times each weekday. WKY points out that Oklahoma City is headquarters for many distributorships which have salesmen whose homes are in that city but who travel the entire Southwest on their jobs. Emergency messages from salesmen's families are scheduled at times they are likely to be on the road, at 8:30 a.m. and 12:30, 5:30 and 9:30 p.m.

WQAM prods tourist inflow

When WQAM Miami learned that the Eastern Airlines strike was slowing down the annual tide of winter vacationers to that city, the station set out to revive sountbound traffic. It launched a week-long "Operation Air Space" campaign in which listeners were urged to write to their friends and relatives up north to emphasize the fact that seats were still available on the other airlines serving the city. With airplane seats going begging, according to WQAM, there was no reason why the strike should keep northerners from enjoying Florida weather.

Better underwater, they say

KJH-TV Los Angeles has taken steps to see that tv editors get the most out of its feature this week (Jan. 5-11) on *Channel 9 Movie Theatre*. To condition them for Howard Hughes' "Underwater," starring Jane Russell, KHJ-TV has sent along enrollment certificates for a 15-hour course at the American Institute of Diving. The potential students also have been provided with rubber flippers, goggles and a snorkle by the station. KHJ-TV's accompanying letter explains: "We feel you will enjoy the picture more if you have the proper equipment and training. . . . Motto for the picture is: 'It's better underwater!' "

WJR sends sound samples

A free demonstration record of sample radio commercials developed by the Recording and Production Div. of WJR Detroit is being offered to advertisers and agencies in a direct mail piece. The promotion disc features WJR's staff of composers, writers, musicians, vocalists, announcers and producers in a variety of commercial approaches and effects. Jimmy Clark, composer and arranger, heads the division and Ned Nolan is chief recording engineer.

RCA SALES NEAR 1957 RECORD

Sarnoff reports profit $2 a share in '58

A year-end statement issued last week by Brig. Gen. David Sarnoff, RCA board chairman, points out that increased sales in the fourth quarter of 1958 gave RCA an annual volume of business approximating the record high of $1.176 billion achieved in 1957.

Gen. Sarnoff reported that profits during 1958 will total about $2 a share, compared with $2.55 in 1957. The RCA board of directors, he said, declared the same dividend as last year —$1.50 (25 cents a quarter regular and 50 cents extra). Gen. Sarnoff interpreted this action as "an indication of RCA's improving profit picture and of the confidence of the board in the corporation's prospects for 1959 and subsequent years." Dividends to stockholders for 1958, he added, amounted to $23,886,000.

"The new year begins with definite indications of new peaks in the production of goods and services, consumer income and spending, and constructive outlays," Gen. Sarnoff declared. "The outlook for 1959 indicates a good year for business and for a continuing growth of the American economy."

Gen. Sarnoff noted that sales to the government in 1958 totaled about $300 million, which he described as a 14% increase over 1957. He said the backlog of government orders at year-end is approximately $300 million, an increase of $50 million during 1958.

NBC Gains Cited • He reported that NBC registered "board gains" during 1958, and added:

"For the eleventh straight year, national advertisers invested more heavily than ever before in NBC's television network and NBC-TV again led all networks in number of sponsors. Gross time sales in 1958 exceeded the previous year by 11%, more than double the network's volume of five years ago.

"NBC reaffirmed its faith in radio by developing a wider variety of new programs and formats. Toward the end of 1958, NBC Radio had 48% of all measured radio network sponsored time, and commercial radio business was up 20%."

Gen. Sarnoff commented upon the expansion in and the growing importance of the electronics field, pointing out that the industry, in the past 12 years, has grown at a rate more than six times that of the national economy as a whole. He described electronics as a $14 billion a year industry and observed that RCA, as a pioneer in the field, has made significant contributions in this area.

Tv via Satellites? • In this connection, Gen. Sarnoff disclosed that RCA is investigating possible uses for special-purpose satellites, including a relay station for international television, and orbital post offices and weather stations.

Among RCA's major achievements of 1958, listed by Gen. Sarnoff, were: the introduction of almost 100 new products, including the first fully-transistorized, general-purpose electronic data processing system (RCA 501); the introduction of stereophonic sound to the popular market with the first complete line of stereo high-fidelity instruments and a stereo tape cartridge providing four times as much music as the standard tape; the development of an automatic checkout system that will reduce the "countdown" time for the Atlas ICBM; the development of a new micromodule concept in electronic circuitry that makes possible the reduction of many military items to one-tenth —and in some cases to one-thousandth —their present bulk.

10 Millionth Set • RCA board chairman Brig. Gen. David Sarnoff (l) is pictured with RCA consumer products executive vice president P. J. Casella beside the company's 10 millionth tv set. The model is a color receiver fresh off the production line at Bloomington, Ind. Sitting on top of it is a 1946 monochrome set, RCA's first production model.

Tv stereo by Motorola

Motorola Inc., Chicago-based electronics manufacturer, claims to have developed the world's first compatible stereophonic sound system for television. The company unveiled a four-unit "Home Entertainment Center" at the opening of the Winter Home Furnishings Show in Chicago's Merchandise Mart Sunday (Jan. 4). It consists of a stereo unit with tape cartridge, fm radio and record player; tv receiver, and two speaker boxes.

The stereo tv sound system was demonstrated by means of closed circuit, utilizing cable feeds from WGN-TV that city. The first few minutes of a quarter-hour test program were aired monaurally. Transmission was then converted to stereo through Motorola decoding adapter equipment.

A Motorola spokesman pointed out that the FCC has not yet devised standards for stereo tv. For that reason, he noted, the demonstration was a closed circuit transmission utilizing multiplexing techniques. The system includes two tracks each for sound and video. The complete "Homecenter" is valued at between $500 and $700.

The program was videotaped earlier on Ampex recording facilities and fed by WGN-TV via cable to the Merchandise Mart. The system was devised by Motorola's engineering staff working closely with WGN-TV technical representatives.

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

IMN-PACT
WITH THE
INTER MOUNTAIN NETWORK

Intermountain Network Affiliate
KOPR
BUTTE, MONTANA-1,000 WATTS AT 550
IS FIRST*
in the 9 county area of
THE RICHEST HILL ON EARTH
* PULSE—Feb. 1958

HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

FATES & FORTUNES

Advertisers

• WALTER C. FISHER has been appointed marketing director of Norge Div. of Borg-Warner Corp., Chicago, with responsibility for all home appliance advertising, merchandising and related activities. JAMES D. DOUGHERTY was named sales manager and will direct all Norge distributing and field sales force operations. Both Mr. Fisher and Mr. Dougherty have been with Norge since 1954 in various sales and merchandising positions.

• JOHN D. MORRISSEY, formerly advertising manager of Stephan F. Whitman & Son Inc., Philadelphia, to Miles Products, division of Miles Labs, Elkhart, Ind., as assistant advertising manager.

• JOHN SCHELL, manager of press relations, General Foods Corp., promoted to new post of assistant manager, GF public relations. He will direct and coordinate three newly-reorganized areas of press, PR, corporate PR and editorial publications, respectively, headed by W. A. (SANDY) MACFARLANE, MARIUS SCOPTON and ROGER DAKIN.

• RUSSELL A. APPLEGATE, assistant to advertising department director, E. I. du Pont de Nemours, retires after 32 years with company.

Agencies

• EDWARD A. GUMPERT, general product manager of toilet articles division, Colgate-Palmolive Co., to v.p. and chairman of marketing plans committee, Geyer, Morey, Madden & Ballard, N.Y. Mr. Gumpert served with now-defunct Duane Jones agency from 1941-46 (excluding war duty), joined National Biscuit Co., later went with Carnation Co.

• RICHARD BEAN, formerly associate media director, McCann-Erickson, N.Y., to plans board of Warwick & Legler, N.Y., as v.p. and media director, succeeding H. H. DOBBERTEEN, resigned.

• HUGH L. LUCAS, formerly v.p. of Foote, Cone & Belding, Chicago, and KENSINGER JONES, formerly tv copy group supervisor of Leo Burnett, Chicago, named v.p.'s of tv-radio department, Campbell-Ewald, Detroit.

• JOHN DOHERTY, account executive at Ted Bates & Co. (and prior to 1950 assistant manager of radio-tv at Benton & Bowles) elected to v.p. at Bates. Also named v.p.'s: STEWART P. BROWN, creative supervisor with Bates since 1956, before that with McCann-Erickson and Benton & Bowles, and JULES J. DICKELY, copy supervisor at Bates.

• ARTHUR L. TERRY, since 1943, media director in Detroit office of Kudner agency, to media director, Detroit office, of newly-formed Geyer, Morey, Madden & Ballard Inc.

• KELSO M. TAEGER, director of media, McCann-Erickson, Detroit, elected v.p.

• JACK CUMMINGS, formerly production manager of Honig-Cooper, Harrington & Miner, S.F., named head of agency's new department of administrative control, effective Feb. 1. TOM NASON promoted to manager of mechanical production department. CECELIA MILLER, assistant secretary of corporation, adds duties of assistant treasurer.

• ARNOLD LEEDS, formerly producer with Dancer-Fitzgerald-Sample, N.Y., to Kenyon & Eckhardt, as commercial producer.

• ANDREW STEWART, executive v.p. of Denhard & Stewart, N.Y., elected president.

• LAWRENCE C. PUCHTA, formerly senior account executive with McCann-Erickson, N.Y., to Kenyon & Eckhardt, N.Y., in similar capacity.

• THOMAS C. DILLON, v.p., BBDO, N.Y., elected treasurer, succeeding FRED B. MANCHEE, resigned. CLAYTON HUFF, assistant treasurer, elected v.p.

• DAVID A. BARBA, recent graduate of Art Center School, L.A., to Kenyon & Eckhardt, N.Y. as assistant art director.

• RICHARD JACKSON to Detroit office of Grant Adv. as copywriter.

• GREER L. (BUD) WATTS, formerly of Long Bank Note Co., Atlanta, Ga., to Henderson Adv., Greenville, S.C., as account manager. GEORGE D. HASTINGS, formerly research director of Ralph H. Jones agency, Cincinnati, to Henderson in similar capacity.

• ROBERT M. O'BRIEN resigns as southwest representative of Community Club Services Inc., N.Y., to return to Sacramento, Calif., to form company dealing with merchandising, advertising and sales promotion.

• ROY R. STEWART, formerly business representative of *Appleton* (Wis.) *Post-Crescent*, to Brady Co., Appleton advertising agency, as director of media and research department.

• LLOYD N. (LARRY) NEWMAN, account executive of Adrian Bauer & Alan Tripp Inc., Philadelphia advertising and public relations agency, promoted to public relations manager.

• JOYCE B. KELLY, previously with Quaker Maid Co. to Kenyon & Eckhardt as assistant home economist in merchandising department.

• WHITNEY HARTSHORNE, formerly v.p. and personnel director, Erwin Wasey, Ruthrauff & Ryan, appointed manager of media and research placement division, Jobs Unlimited, New York advertising placement firm.

Networks

• WILLIAM P. MUNRO, assistant to president of CBS International since 1954, appointed v.p. of CBS division.

• COURT MCLEOD, director of traffic operations and supervisor of sales service, ABC-TV's western division tv operation, named administrative manager, program department, ABC-TV western division.

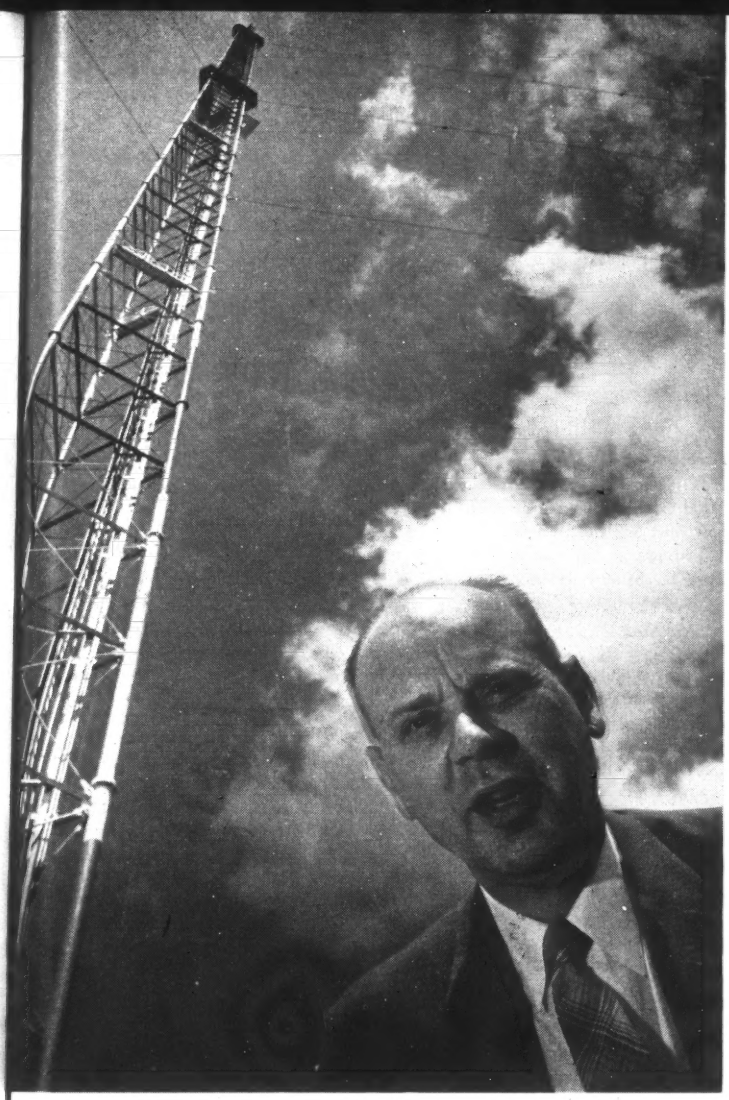
• ROBERT TROUT, CBS News correspondent, elected president of Assn. of Radio & Tv Analysts. Other officers: BILL DOWNS, CBS, and JOHN MACVANE, United Nations, v.p.'s; BLAIR CLARK, CBS, secretary, and CESAR SAERCHINGER, treasurer. New members of executive board include retiring President QUINCY HOWE, ABC; H. V. KALTENBORN, NBC, and LEON PEARSON, NBC. New members elected to association are DON GODDARD, ABC; WILSON HALL, NBC, and BILL SHADEL, ABC.

• MIKE WALLACE, under contract to ABC, signs MBS contract to become narrator of *The World Today* (Mon.-Fri., 8:05-30 p.m.), succeeding WESTBROOK VAN VOORHIS, takeover date uncertain. While Mr. Wallace's ABC contract runs through April, network has agreed to Mr. Wallace's two-network run.

• EDWIN S. FRIENDLY JR., CBS-TV daytime program director since March 1957, named producer of CBS-TV's *The Jimmy Dean Show*, relinquishing former title to return to active producing.

Stations

• COL. JOSEPH HARVEY LONG, 95, board chairman of Huntington (W.Va.) Publishing Co. (*Herald-Dispatch*, *Advertiser* and *Herald-Advertiser*, and WSAZ-AM-TV), died Dec. 28 following long illness in Huntington. Col. Long, whose publishing career in Huntington spanned 65 years, also founded WCHS Charleston, W.Va.



Our antenna is brand new but we've transmitted from this Dresser-Ideco tower since 1951

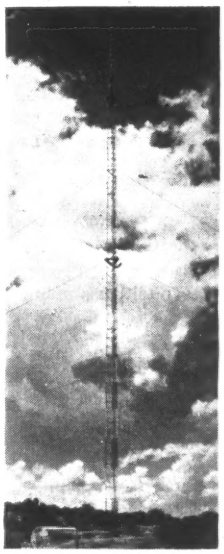
"I'm Bob Holbrook, Chief Engineer for WSB-TV, Atlanta. Recently we decided to replace our original antenna with a new RCA TF-12AL and increase our overall tower height 17′.

"As a result of these changes, we have noted not only the increase in coverage radius anticipated and improved fill-in of the entire area, but a marked improvement in the quality of the transmitted picture. We feel that this installation has made full use of the advanced technology in antenna and transmission line design.

"The change-over was a complex job and required extensive modification of the tower Dresser-Ideco built for us in 1951. To assure a structurally-sound installation, we called in Dresser-Ideco to plan the changes. They calculated the alterations in the tower and guys necessary to support the new equipment and designed and fabricated the new tower members needed. Then Dresser-Ideco supplied the erection contractor with detailed drawings and instructions for making the modifications and installing the new equipment.

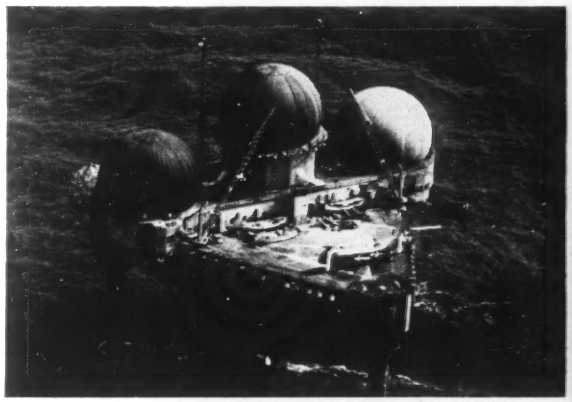
"Dresser-Ideco worked from the original drawings and design calculations for our tower and gave the modification job the same careful attention that impressed us when they built the original tower. The new antenna installation moved along at a fast pace, with completion on schedule."

Dresser-Ideco's unique tower modification service is available to all Dresser-Ideco tower owners. A permanent file is maintained of all tower drawings and design calculations. This modification service is another of the many exclusive extras you get when you specify Dresser-Ideco, the nation's most experienced tower builder. Call your broadcast equipment representative, or contact us direct. Write for Tower Catalog T-57.



How WSB-TV tower was modified for new TF-12AL antenna

1. Existing tower inspected, damaged members replaced, all bolts tightened.
2. New guy pulloffs installed, diagonals and girts reinforced.
3. New guy anchor material installed.
4. New guys installed and tensioned.
5. Existing 14-layer channel 2 super-gain antenna and AM antenna removed, all tower steel above 798′ level removed.
6. New steel installed above 798′ level.
7. New RCA TF-12AL antenna and new side-mounted Collins FM antenna installed.
8. New transmission lines installed where required.
9. All guys retensioned.
10. All areas affected by modification repainted.



The Dresser-Ideco radar antenna structure in the center of the deck of this Texas tower is another example of the variety of towers designed and fabricated by Dresser-Ideco's large, diversified Tower Division. This installation is off the north Atlantic coast, east of Cape Cod.

Dresser-Ideco Company

DIVISION OF DRESSER INDUSTRIES, INC.

TOWER DIVISION, DEPT. T-84, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Riding high with Balaban • Top salesmen at the Balaban stations will be riding in Cadillacs in 1959, announced Executive Vice President John F. Box. Mr. Box, also group managing director, revealed that winners in an incentive contest at each station would be awarded Cadillacs. First winner was Dan Hereford (above, left), account executive at WIL St. Louis, who is receiving keys from William McKibben, assistant to vice president of WIL.

• HUGH M. O'NEILL, member of board of directors of Cleveland Broadcasting Inc. (WERE-AM-FM Cleveland), elected chairman of board, replacing late HERBERT GLEITZ.

• NORMAN H. STEWART, on sales staff of WFAA-AM-FM Dallas for past three years, appointed national sales manager for stations.

Mr. Osborn

• JAMES R. OSBORN, formerly account executive at WCBS-TV New York, to WXIX (TV) Milwaukee as general sales manager of CBS o&o station.

• HUGH D. LACROSSE, with WKRC-AM-FM-TV Cincinnati since 1942, promoted to chief engineer of all three stations, replacing RALPH MLASKA, elevated to home office of Radio Cincinnati Inc. (WKRC-AM-FM-TV; WTVN-AM-TV Columbus, Ohio; WBRC-AM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.).

Mr. Webb

• LLOYD WEBB, formerly manager of WAIT Chicago, appointed general sales manager at WJJD, Plough station in that city.

• AL WEEKS, sales manager, KBAM Longview, Wash., promoted to station manager.

• JAMES W. WHATLEY appointed national sales director of WETU Wetumpka, Ala.

• MONTE STROHL, for past year manager of Cascade Broadcasting's KEPR-TV Pasco, Wash., appointed sales manager, Cascade television division. WILLIAM GROGAN, KEPR-TV sales manager past two years, to succeed Mr. Strohl as station manager.

Mr. McClenahan

• WILLIAM E. MCCLENAHAN, formerly general sales manager of WKOW-AM-TV Madison, Wis., appointed executive v.p. and general manager of WQUB Galesburg, Ill., effective Feb. 4. Mr. McClenahan was previously owner of his own station representative firm and commercial manager of KCRG-TV Cedar Rapids, Iowa.

• CHARLES QUILLIAN, formerly of WLLY Richmond, Va., to WJBW New Orleans, recently acquired Tarlow Assoc. station, as managing director. KEN MANLEY, formerly of WHYE Roanoke, Va., and GEORGE FENNELL, formerly of WHIL Medford, Mass., to WJBW as operations manager and air personality, respectively. JIM CLARK formerly of WTOB Winston-Salem, N.C., to WHYE as program director.

• JIM HAMBY promoted from local sales manager to sales manager of KTSA San Antonio.

• TOM ROUNDS, producer at WINS New York, appointed news center supervisor.

• JACK WAGNER, former d.j. at KHJ Los Angeles, appointed program director of KBIQ (FM) Los Angeles. DEIRDRE HARRISON, previously with Needham, Louis & Brorby, N.Y., becomes executive secretary of KBIQ. KBIQ is expected to begin broadcasting about Feb. 15.

• MARK FOSTER, formerly with WCOP Boston and KLIF Dallas, to WGST Atlanta as program director, replacing IVAN MILES, resigned in November.

• ARNOLD W. PETERSON, associate farm service director of WOW-AM-TV Omaha, Neb., since 1953, promoted to farm service director.

• VERNON GOLDSMITH, formerly with David O. Alber Assoc., N.Y., to WNEW-TV New York press information department. HERBERT DORFMAN, in WNEW-TV press department, adds duties of associate producer.

• MERLE H. TUCKER resigns as director of New Mexico tourist bureau to return to his station, KGAK Gallup, N.M.

• VERNE FREEMAN, with WJQS Jackson, Miss., past 15 months, named assistant manager of station.

• JOHN F. LEWIS, WBAL-TV Baltimore news director, named chairman of freedom of information committee of Radio-Tv News Directors Assn. Other appointments: JAMES BENNETT, KLZ-AM-TV Denver, vice chairman; NICK BASSO, WSAZ-TV Huntington, W.Va., board liaison; EDWARD RYAN, WTOP-AM-FM Washington; SAM ZELMAN, KNXT (TV) Los Angeles; GABE PRESSMAN, WRCA-AM-FM New York; RAY MOORE, WSB-TV Atlanta, Ga.; WILLIAM SHEEHAN, WJR-AM-FM Detroit, and BILL MINSHALL, WIS-TV Columbia, S.C., all members.

• PAUL TRIPP, creator of "Mr. I. Magination" character, to WOR-TV New York, as host of *Looney Tunes*, children's program.

• CONWAY ROBINSON, farm program director of WBAL-AM-TV Baltimore, named director for northeast region of National Assn. of Radio & Tv Farm Directors.

• JIM MEYERS, formerly of WSJS Winston-Salem, N.C., to WTOP-AM-FM Washington as host of nightly *Sugar 'n' Spice* program, featuring recorded music interspersed with his piano stylings.

• GORDON (BUD) PARK, formerly of WBRB Mt. Clemens, Mich., to WJRT (TV) Flint, Mich., as announcer.

• KENNETH I. TREDWELL JR., v.p. and managing director of WBTV (TV) Charlotte, N.C., re-elected secretary-treasurer of Charlotte Executives Club for 1959.

• HARRY SILVERMAN placed in charge of sales, WCRB Music Service, back-

ground music service using facilities of WCRB-AM-FM Waltham, Mass.

• DICK ASHBY, formerly of CBS-TV, Los Angeles, to KNXT (TV), that city, as associate producer.

• LEONTINE RITA KEANE, formerly assistant to executive secretary of WTVS (TV) Detroit, Mich., to Wayne State U.'s radio-tv staff as publicity director for radio and television.

• JEFFREY L. MYLES, formerly supervisor of Kine-recordings for Canadian Broadcasting Corp., to educational station WGBH-TV Boston as manager of technical operations.

• JOHN BASSETT, formerly air personality of WBZ Boston, to WORL, that city, in similar capacity.

• BILL DAVIS to KGW Portland, Ore., as air personality.

• SAMUEL (MIKE) MCCLELLAN, formerly news director of WPCT Putnam, Conn., to news department of WICE Providence, R.I.

• JACK FRIEL, formerly of Armed Forces Network, Frankfurt, Ger., to WHEC Rochester, N.Y., as air personality.

Representatives

• JAMES P. SMITH, formerly field representative assistant area manager, Procter & Gamble, named assistant to executive v.p.-sales manager of Adam Young Inc., N.Y.

• BOB LEFKO, formerly account executive at WTAP (TV) Parkersburg, W.Va., has joined New York staff of Rambeau, Vance, Hopple, station representative firm, in similar capacity.

Programming

• HUGH F. GAGE appointed v.p. in charge of Eastern sales division in New York, Wilding Picture Productions, succeeding TED WESTERMANN who remains as v.p. CLIFFORD F. WEAKE, account executive, appointed manager of midwest sales division of Wilding in Chicago, succeeding Mr. Gage.

• HENRY P. LONG, formerly v.p. in charge of film syndication division, Music Corp. of America, and ROBERT LANG, formerly assistant to radio-tv director, BBDO, N.Y., put in charge of new San Francisco office of National Telefilm Assoc.

• ABE MANDELL named manager of international sales in western hemisphere for Independent Television Corp., N.Y. He previously was with Ziv Tv Sales, earlier operated theatres and worked with theatrical distributors in Far East. Mr. Mandell also will handle special sales projects in Far East.

• JOHN PEYSER, veteran tv director recently with CBS-TV, has signed multiple telefilm contract with Screen Gems, where he has been directing most *Behind Closed Doors* programs.

• CLARENCE GREENE and RUSSELL ROUSE, motion picture producing team, signed to long-term contract by Screen Gems to produce several tv series, beginning with *Underworld*, based on adventures of undercover agent.

• BOB MCNEAR, previously MGM-TV representative in San Francisco, appointed midwest sales representative for MGM-TV film commercials, Chicago.

Equipment & Engineering

• A. R. (HOPPY) HOPKINS, broadcast equipment sales executive for RCA, retires after 30 years with corporation. For last 10 years, Mr. Hopkins headed broadcast and tv department, RCA Engineering Products Div. He intends to engage in broadcast management consulting work.

• BERNARD MENKES, formerly sales engineer with Blonder-Tongue Labs, Newark, to Dumont Labs, Clifton, N.J., as field applications engineer for Dumont industrial tubes.

• JOHN R. RISHEL JR., marketing manager of consumer products division, Philco Corp., Phila., promoted to general manager of merchandising in that division, replacing JAMES J. SHALLOW, resigned.

• JOHN D. MICHAEL, specialist on sound systems, to executive sales staff of distributor division, Quam Nichols Co. (speakers, other electronic components), Chicago.

• ANDREW J. VADASZ, with General Electric since 1943, named future systems engineer with GE's communication products department, Syracuse, N.Y.

• J. K. GANNETT resigns from The Austin Co., Cleveland engineers and builders, after 43 years with company and 15 years as v.p. in charge of engineering and research.

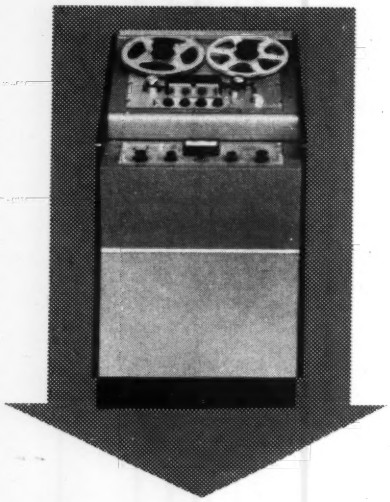
• VICE ADM. CHARLES B. MOMSEN (USN, ret.) named consultant on staff of v.p. in charge of engineering, Bendix Aviation Corp., Detroit.

• G. A. KIOUS, receiving systems engineer for General Electric, appointed manager of military equipment engineering for communications products department.

Now! 50,000 watts
WAPI
Birmingham, Alabama
*5,000 nighttime
Represented nationally by the Henry I. Christal Co., Inc.

KTRK-TV, channel 13

HOWARD E STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y
ELDORADO 5-0408
ALL INQUIRIES CONFIDENTIAL



THE
AMPEX 351
WITH
ALL NEW ELECTRONICS
SEE YOUR AMPEX DEALER

AMPEX CORPORATION
professional products division
854 Charter Street
Redwood City
California

JUST AROUND THE CORNER
(could be YOUR corner!)
A HAZARD THAT NEVER SLEEPS—
the accusation of
LIBEL—SLANDER
PIRACY—PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Directed at Station, Staff, Speaker, Talent, Sponsor
You can't recapture the WORDS but you CAN INSURE and hold possible Dollar Loss within non-embarrassing limits.
Learn about our UNIQUE
EXCESS POLICY
which does the job at surprisingly low cost.
FOR DETAILS AND RATES WRITE
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York 107 William St | Chicago 175 W. Jackson | San Francisco 100 Bush St

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Dec. 24 through Dec. 30: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Kern County Bcstg. Co. (% Edward E. Urner, 1709 30th St.) **Bakersfield, Calif.**—Granted cp for new tv station to operate on ch. 17; ERP 233 kw vis. and 126 kw aur.; ant. 660 ft. without prejudice to such action as Commission may take as result of decision of U. S. Court of Appeals for District of Columbia Circuit in *Bakersfield Bcstg. Co. v. United States and FCC*, and that Commission may, without further proceedings, substitute for ch. 17 such other channel as may be assigned to Bakersfield as result of rule making proposals currently pending before Commission. By letter, denied motion by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29), Bakersfield, for stay of action on Kern application pending final determination with respect to petitions for rule making filed by KBAK-TV requesting deletion of ch. 10 from that city or, in alternative, that ch. 8 be added there.

APPLICATION

Pembina, N. D.—Community Radio Corp. ch. 12 (204-210 mc); ERP 21.05 kw vis. 10.50 kw aur.; ant. height above average terrain 373 ft., above ground 373 ft. Estimated construction cost $144,100, first year operating cost $141,000 revenue $150,000. P. O. address % R. Lukkason, Box 1110, Grand Forks, N. D. Studio location Pembina. Transmitter location approximately seven miles west of Pembina. Geographic coordinates 48° 59' 42" N. Lat., 97° 24' 26" W. Long. Trans.-ant. RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer C. J. Thomforde, Grand Forks. Applicant is licensee-owner of KNOX Grand Forks and 71% owner of KNOX-TV there. Announced Dec. 30.

Existing Tv Stations

ACTION BY FCC

WAST (TV) Albany, N. Y.—Granted temporary authority to March 30, 1959, to operate tv station WTRI on ch. 35, with facilities previously authorized in cp in Albany simultaneously with and as satellite to station WAST, in order to provide time, if necessary, for viewing public to reorient existing tv receiving antennas or to put up new outdoor receiving antennas for the best reception on ch. 13. Announced Dec. 30.

Translators

Eugene W. Roelle, John T. Pierce, d/b as Teleservice Co. (3582 Calkins Ave.) **Roseburg, Ore.**—Granted cp for new tv translator station to operate on ch. 83 to translate programs of KOIN-TV (ch. 6), Portland.

Ocean View Tv Translator Inc. (Evelyn A. Liles, secretary, Route 1, Box 154, Coos Bay, Ore.) **Empire, North Bend** and **Charleston, Ore.**—Granted cp for new tv translator station to operate on ch. 75 to translate programs of KOIN-TV (ch. 6), Portland.

Upper Lehigh Translator Service Corp. (% J. S. Costenbader, 820 Lafayette Ave., Palmerton, Pa.) **Palmerton, Slatedale, Slatington, Pa.**—Waived Section 4.702(c) with respect to mileage separation and granted cp for new tv translator station on ch. 79 to translate programs of WOR-TV (ch. 9), New York, N. Y.; conditioned that same terminate with commencement of operation of tv station on ch. 65 at Shamokin, Pa., or at any other location involving separations from the translator station less than those required by Section 4.702.

New Am Stations

ACTIONS BY FCC

St. Helena, Ore.—L. Berenice Brownlow—Granted 1600 kc, 1 kw D. P. O. address Box 457, St. Helena. Estimated construction cost $14,300, first year operating cost $25,000, revenue $32,000. Mr. Brownlow also has interest in KPUG Bellingham (25%) and KSEM Moses Lake (19%), both Washington, and KBAR Burley, Idaho (10%). Announced Dec. 30.

Walhalla, S. C.—Oconee Bcstg. Co.—Granted 1460 kc, 500 w D. P. O. address Box 986, Tryon, N. C. Estimated construction cost $18,958, first year operating cost $22,500, revenue $36,800. Owners are Edithe Mooneyham and Dorothy Friend. Announced Dec. 30.

APPLICATIONS

Morro Bay, Calif.—Elbert H. Dean and B. L. Golden 600 kc. 1 kw. D. P. O. address 5226 N. Teilman Ave., Fresno, Calif. Estimated construction cost $16,337, first year operating cost $21,000, revenue $33,000. Mr. Dean is chief engineer, KARM-AM-FM Fresno; Mr. Golden is former owner of KEAP Fresno. Announced Dec. 30.

Cocoa, Fla.—Jack Siegel 1480 kc. 1 kw. D. P. O. Address 1736 Buena Vista Ave. Holly Hill, Fla. Estimated construction cost $12,370, first year operating cost $60,000, revenue $70,000. Mr. Siegel also is 50% owner of WMFJ Daytona Beach and 25% owner of WALT Tampa, both Florida. Announced Dec. 30.

Ellijay, Ga.—C. E. Hyde 1330 kc. 500 w. D. P. O. address Box 396, Murphy, N. C. Estimated construction cost $14,705, first year operating cost $30,000, revenue $35,000. Mr. Hyde, attorney-businessman, is sole owner. Announced Dec. 29.

Caldwell, Idaho—Christian Bcstg. Co. of Idaho 790 kc. 1 kw. D.P.O. address 11635 S.W. Highway 217, Tigard, Ore. Estimated construction cost $18,274, first year operating cost $48,000, revenue $66,000. Equal partners are **F. Demcy Mylar**, 50% owner of KRWC Forest Grove, Ore., and **Harold Shaw**, decorator-designer. Announced Dec. 30.

Indianapolis, Ind.—Sands Bcstg. Corp. 1150 kc. 1 kw. D. P. O. address 6262 Mass. Ave. Estimated construction cost $22,100, first year operating cost $50,000, revenue $65,000. Owners are **Tommy Sutton**, 50%, (16.13% interest in WAVI Dayton, Ohio); **Boris F. Sokol**, 25%, (3.2% interest in WAVI), and **Leland Charles**, 25%, in building supplies, etc. Announced Dec. 29.

Omaha, Neb.—Delta Bcstg. System Inc. 96.1 mc, 3.42 kw. P. O. address 13273 Ventura Blvd., North Hollywood, Calif. Estimated construction cost $12,920, first year operating cost $15,589, revenue $20,813. Owners are NBC engineers **Dale F. Applegate, Edward Pontes** and **Harold V. Flood**, each 31.25%, and **Richard H. Burton**, attorney, 6.25%. Announced Dec. 29.

Albuquerque, N.M.—Bernalillo Bcstg. Co. 860 kc. 1 kw. D. P. O. address 1315 Continental Nat'l. Bk. Kl Bldg., Fort Worth, Tex. Estimated construction cost $20,945, first year operating cost $55,000, revenue $60,000. **Oscar E. Reeder**, sole owner, is in accountancy. Announced Dec. 29.

Willoughby, Ohio—Radio Quests Inc. 1330 kc. 500 w D. P. O. address 1193 Burridge Ave., Mentor, Ohio. Estimated construction cost $50,668, first year operating cost $45,000,

revenue $50,000. Applicants are **Mr.** and **Mrs. Kenneth S. Mapes**, greenhouse owners, (60.6%) and others. Announced Dec. 23.

Stayton, Ore.—Edward C. McElroy Jr. 1580 kc, 250 w D. P. O. address Rt. 1, Box 829, Dallas, Ore. Estimated construction cost $10,000, first year operating cost $24,000, revenue $30,000. Mr. McElroy, sole owner, is sales manager, KPLK Dallas. Announced Dec. 29.

Existing Am Stations

ACTION BY FCC

WHDH Inc., Boston, Mass.—Granted applications for remote pickup broadcast base and mobile station to be used with WHDH-AM-FM-TV (ch. 5) stations; without prejudice to such action as Commission may take as result of hearing ordered by Commission on Dec. 4, 1958, issued pursuant to decision of U. S. Court of Appeals for District of Columbia Circuit in *Massachusetts Bay Telecasters Inc.* v. *FCC*. Comr. Craven not participating. Announced Dec. 24.

APPLICATIONS

WAAY Huntsville, Ala.—Cp to increase daytime power from 5 kw to 50 kw, install new trans.

KWFC Hot Springs, Ark.—Cp to change power from 500 w, N-1 kw, day to 250 w, N-500 w, day; change from DA-N to Non-DA; change ant.-trans. location and delete remote control operation of trans.

WSTC Stamford, Conn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WTRL Bradenton, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WCYN Cynthiana, Ky.—Cp to increase power from 100 w to 250 w (unl.).

WMDN Midland, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KBZY Salem, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WHAP Hopewell, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

New Fm Stations

ACTIONS BY FCC

Fitchburg, Mass.—Wachusett Bcstg. Corp.—Granted 104.7 mc, 20 kw. P.O. address 455 Main St. Estimated construction cost $16,000, first year operating cost $1,200. Applicant is licensee of WFGN Fitchburg. Announced Dec. 30.

Columbus, Ohio—Radio Columbus Inc.—Granted 96.3 mc, 26 kw. P.O. address % Radio Cincinnati Inc., 800 Broadway, Cincinnati. Estimated construction cost $16,550, first year operating cost $5,000. Applicant is licensee of WTVN Columbus. Announced Dec. 30.

Pittsburgh, Pa.—WPIT Inc.—Granted 101.5 mc, 19 kw. P.O. address 213 Smithfield St. Estimated construction cost none—equipment on hand. First year operating cost $2,500. Applicant is licensee of WPIT Pittsburgh. Announced Dec. 30.

Columbia, S.C.—Palmetto Radio Corp.—Granted 104.7 mc, 3.403 kw. P.O. address Box 5307. Estimated construction cost $12,495, first year operating cost $1,248. Applicant is licensee of WNOK Columbia. Announced Dec. 30.

APPLICATIONS

Mountain View, Calif.—Foothill Jr. College Dist., *88.5 mc, 28.8 w. P.O. address % Arla L. DeHart, 150 El Camino Real. Estimated construction cost $4,500, first year operating cost $400. Announced Dec. 30.

Darien, Conn.—Independent Bcstg. Co., 94.3 mc, 720 w. P.O. address Box 1. Estimated construction cost $14,300, first year operating cost $20,000, revenue $25,000. Owners are **Guilford E. Morrell**, technician (28%); **Walter F. Ranchinsky**, employe of WNHC New Haven (28%); **Grace Peters**, chemist (24%), and others. Announced Dec. 29.

Hartford, Conn.—Greater Hartford Bcstg. Inc., 106.9 mc, 6.58 kw. P.O. address 338 Asylum St. Estimated construction cost $45,000, first year operating cost $20,000, revenue $10,000. Applicant is licensee of WCCC Hartford. Announced Dec. 30.

Park Forest, Ill.—Rich Township High School, *88.1 mc, 10 w. P.O. address % Walter E. Hunter, Sauk and Westwood. Estimated construction cost $2,400, first year operating cost $100. Announced Dec. 29.

Mt. Kisco, N.Y.—Radio Mt. Kisco Inc., 105.7 mc, 12 kw. P.O. address 494 Lexington Ave. Estimated construction cost $32,189, first year operating cost $10,000, revenue $10,000. Applicant is licensee of WVIP Mt. Kisco. Announced Dec. 30.

San Juan, P.R.—Dept. of Education, *89.7 mc, 840 w. P.O. address % R. Delgado-Marquez, Box 306, Hato Rey, P.R. Estimated construction cost $10,000. Proposed fm trans. would be operated by staff of *WIPR-TV San Juan. Announced Dec. 29.

Ownership Changes

ACTIONS BY FCC

KFRE-AM-FM-TV Fresno, Calif.—Granted transfer of control from **Paul R. Bartlett**, et al., to **Triangle Publications Inc.**; consideration $3,000,000; conditioned that grant is (1) subject to such action as Commission may deem warranted, if any, as result of final determination in pending rule making proceedings relating to ch. 12 in Fresno, and (2) without prejudice to such action as Commission may deem warranted as result of its final determinations with respect to conclusions and recommendations set forth in Network Study Staff report. Triangle Publications now owns WNHC-AM-FM-TV New Haven, Conn.; WNBF - AM - FM - TV Binghamton, N.Y.; WFIL-AM-FM-TV Philadelphia, Pa.; WFBG-AM-TV Altoona, Pa., and WLBR-TV Lebanon, Pa. Comr. Bartley abstained from voting. Announced Dec. 30.

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KIDO Boise, Idaho—Granted assignment of licenses to **Mesabi Western Corp. (William E. Boeing Jr.**, president, owner of KWLK Longview, Wash.); consideration $181,000. Announced Dec. 30.

WBUZ Fredonia, N.Y.—Granted assignment of license to **Dunkirk-Fredonia Bcstg. Inc. (H. K. Williams III**, president); consideration $67,500. Comr. Bartley dissented with following statement:

"Assignee gives as its reason for requesting Commission consent to this assignment of license that 'Operation of radio station will provide needed diversification of assignee's interests in field of public communications and will enable it to better serve public needs.'

"If this means, as facts would appear to indicate, that community's only radio station will now be taken over by community's only newspaper (owned by the assignee), then assignee apparently confuses Commission's policy of diversification of ownership of media of mass communications in public interest, with 'diversification' of its own private interests.

"I would not grant consent to this assignment until full showing had been made by the applicants with respect to public interest factors involved in Commission's diversification policy." Announced Dec. 30.

WSNB Islip, N.Y.—Granted transfer of control from **George E. Klein Sr. and Jr.** to **Seymour Malman**; consideration $6,000 for additional 20% interest. Announced Dec. 30.

WVIP Mt. Kisco, N.Y.; WNRC-AM-FM New Rochelle, N.Y.—Granted transfer of control of (1) WVIP from **Martin Stone** and **E. Monroe O'Flyn** and (2) WNRC-AM-FM from Martin Stone, both to VIP Radio Inc. (Martin Stone, president), which is 50% owned by **Plymouth Rock Publications**; involves stock, notes and other considerations aggregating $325,000. Comr. Bartley not participating. Plymouth Rock Publications is owned by **John H. Whitney**, who has interest in WISH-AM-TV Indianapolis; WANE-AM-TV Ft. Wayne; KOTV (TV) Tulsa; KGUL-TV Houston, and KBET-TV Sacramento. Announced Dec. 30.

WKTV (TV) Utica, N.Y.; WKAL Rome, N.Y.—Granted transfer of control from **Myron J. Kallet**, et al., to **Mid-New York Bcstg. Corp.**; consideration $4,000,000 plus employment of **W. T. MacNeilly**, one of transferors, as consultant at $30,000 per year for at least 10 years and agreement to purchase certain real estate for $100,000. **Gordon Gray** is president of transferee corporation, majority stock of which is held by **Paul F. Harron** and wife. Different transferee officials have interest in WORL Boston, Mass.; WALL Middletown, N.Y.; WSPB Sarasota, Fla.; WGR-AM-TV Buffalo, N.Y.; WROC-TV Rochester, N.Y., and corporation is 60% owner of WSVA-AM-FM-TV Harrisonburg, Va., and half owner of WNEP-TV Scranton, Pa. Transfer includes auxiliaries. Announced Dec. 30.

WCMB-AM-TV Harrisburg, Pa.—Granted transfer of control from **Edgar T. Shepard Jr.**, to Hudson Bcstg. Corp. **(James A. McKenna Jr.**, president, has interest in KEVE Minneapolis, Minn.); consideration $160,000 and, at election of Mr. Shepard, Rossmoyne Corp. will pay him $10,000 over five-year period as consultant and $37,500 over same period not to compete. Announced Dec. 30.

WEZL Richmond, Va.—Granted assignment of license from **William E. Benns Jr.**, and **Barbara Benns** to WEZL Inc. **(Ben Strouse, Samuel E. Feldman** and **Leon B. Back)**; consideration $111,000. Mr. Strouse has interest in WEBB Baltimore, Md.; WWDC-AM-FM Washington, D.C., and WMBR-AM-FM Jacksonville, Fla. Announced Dec. 30.

WRON Rencoverte, W.Va.—Granted transfer of control from **Charles E. Springer** to **James E. Venable**; consideration $42,409 for 84.2% interest. Announced Dec. 30.

APPLICATIONS

KXLA Pasadena, Calif.—Seeks assignment of license from **Pacific Coast Bcstg. Co.** to **Eleven Ten Bcstg. Corp. (Donald R. Cooke**, sole owner) for $900,000 plus or minus adjustments. Mr. Cooke is station representative. Announced Dec. 30.

WZFM (FM) Jacksonville, Fla.—Seeks assignment of license from **Radio Jax Inc.** to **Irving Glick**, for $110,000. Mr. Glick is general manager-salesman, WZOK Jacksonville. Announced Dec. 29.

WCTW (FM) New Castle, Ind.—Seeks transfer of control of licensee **(Courier-Times Inc.)** from **Adaline B. Chambers** and **Robert S. Hunter Jr.**, as trustees, to **Walter S. Chambers Jr.** et al (all stockholders) through termination of voting trust. Announced Dec. 29.

WNOS-AM-FM High Point, N. C.—Seeks assignment of license from **Statesville Bcstg. Co.** to **Charles E. Doss**, commercial manager, WROM Rome, Ga., for $67,500. Announced Dec. 30.

WJMO Cleveland, Ohio—Seeks assignment of license from **Friendly Bcstg. Co. (Richard Eaton)** to **Preston G. Tuschman** for $250,000. Mr. Tuschman is steel products company manager. (Application is contingent on grant of WSRS-AM-FM application below.) Announced Dec. 29.

WSRS-AM-FM Cleveland Heights, Ohio—Seeks assignment of license from **WSRS Inc.** to **Friendly Bcstg. Co. (Richard Eaton)** for $306,000 plus consultant's fee of $20,000 per year for five years. Mr. Eaton, holder of multiple broadcast interests, has applied for sale of WJMO Cleveland [see above]. Announced Dec. 29.

WMOD Moundsville, W. Va.—Seeks transfer of positive control of licensee **(Miracle Valley Bcstg. Co.)** from **Donald W. Levenson** to **John T. Taylor**, formerly 34% owner, who will increase ownership to nearly 100%. Purchase price: $19,000. Announced Dec. 29.

Hearing Cases

FINAL DECISION

By order, Commission adopted, and made effective immediately, initial decision of November 14 and granted L. Berenice Brownlow cp for new am broadcast station in St. Helens, Ore., to operate on 1600 kc, 1 kw, daytime only.

OTHER ACTIONS

By memorandum opinion and order, Commission granted motion by Shelby County Bcstg. Co., Shelbyville, Ind., and enlarged issues in proceeding on its am application and that of Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio, involving 1480 kc. Comrs. Bartley, Craven and Cross dissented. Announced Dec. 30.

By memorandum opinion and order, Commission denied joint petition by Oklahoma Television Corp. and Coastal Television Co. for reconsideration of Sept. 17 memorandum

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Dec. 31

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	53	107	597
FM	544	33	117	70
TV	431[1]	85	103	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 31

	VHF	UHF	TOTAL
Commercial	435	81	516[3]
Non-Commercial	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Nov. 30

	AM	FM	TV
Licensed (all on air)	3,270	544	431[1]
CPs on air (new stations)	45	27	81[2]
CPs not on the air (new stations)	108	115	105
Total authorized stations	3,423	686	666
Applications for new stations (not in hearing)	456	34	49
Applications for new stations (in hearing)	119	30	58
Total applications for new stations	575	64	107
Applications for major changes (not in hearing)	433	29	37
Applications for major changes (in hearing)	48	1	17
Total applications for major changes	481	30	54
Licenses deleted	0	0	0
CPs deleted	1	1	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

opinion denying leave to amend their applications to specify alternate ant. site, waive certain rules and enlarge issues in proceeding on their applications for new tv stations to operate on ch. 12 in New Orleans, La., and Supreme Bcstg. Co., for mod. of cp of station WJMR-TV New Orleans, to change from ch. 20 to ch. 12. Announced Dec. 30.

By memorandum opinion and order, Commission denied motion by M.V.W. Radio Corp., San Fernando, Calif., to delete certain issues in am proceeding. Announced Dec. 30.

By order, Commission granted petition by Broadcast Bureau for reconsideration of Nov. 21 Commission order which adopted and made effective immediately Oct. 3 initial decision granting application of Grady M. Sinyard for new am station to operate on 1010 kc, 500 w, DA, D, in New Boston, Ohio; and corrected initial decision to delete any reference to the use of directional antenna. Announced Dec. 30.

By order, Commission dismissed as moot (1) question certified to it by hearing examiner for advice as to whether L.E.U. Bcstg. Co., Jet Bcstg. Co., and WERC Bcstg. Corp. were entitled to indefinite continuance of hearing on their applications for new tv stations to operate on ch. 66 in Erie, Pa. for pendency of tv rule making proceedings and (2) petition by Broadcast Bureau to dismiss applications without prejudice or to remove them from hearing status and place impending file as contingent applications. Announced Dec. 24.

By order, Commission granted joint request by WMBO Inc. (WMBO) and Auburn Publishing Co. (WMBO-FM), Auburn, N. Y., for extension of time to Feb. 2, 1959, to file applications for renewals of licenses of those stations. WMBO-AM-FM had sought reconsideration of a May 22 grant to Herbert P. Michels for new am station (WAUB) to operate on 1000 kc, 1 kw, day, in Auburn, because of economic impact, to which Commission's July 30 order afforded them an evidentiary hearing. Commissioner Hyde voted for grant to regular time for filing renewals. Announced Dec. 30.

Valley Bcstg. Co., Lehighton, Pa., Miners Bcstg. Service Inc., Kingston, Pa.—Designated for consolidated hearing applications for new am stations to operate on 1150 kc, 1 kw, DA, day. Announced Dec. 30.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Action of Dec. 24

KPBA Pine Bluff, Ark.—Granted assignment of license to **Radio Pine Bluff Inc.**

Actions of Dec. 23

WREC-AM-TV Memphis, Tenn.—Granted assignment of licenses to WREC Bcstg. Service Inc.

WOKS Columbus, Ga.—Granted assignment of cp to "OK Radio Inc."

WEEU Reading, Pa.—Granted mod. of license to operate trans. by remote control while using directional ant. nighttime; conditions.

WFIL Philadelphia, Pa.—Granted cp to install new aux. trans.; remote control permitted while employing directional ant.

WKTY La Crosse, Wis.—Granted cp to replace expired permit for change in power from 1 kw, N and D to 1 kw-5 kw-LS; change from DA-1 to DA-2; make changes in DA system.

WNHC New Haven, Conn.—Granted cp to make changes in ant. system.

WBKV-FM West Bend, Wis.—Granted cp to make changes in transmitting equipment and change ERP to 18 kw; condition.

KNAF Fredericksburg, Tex. — Granted mod. of cp to change type trans.

KBJT Fordyce, Ark.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KSEL Lubbock, Tex., to 6-20-59; WMOZ Mobile, Ala., to 5-10-59; KBJT Fordyce, Ark., to 4-6-59.

Actions of Dec. 22

KRNT-TV Des Moines, Iowa—Granted mod. of license to decrease aur. ERP to 158 kw, and make minor equipment changes.

WBRC-TV Birmingham, Ala.—Granted cp to make equipment changes to permit WTAF (FM) to utilize existing WBRC-TV transmission lines and ant. as radiating system for fm station.

WLBZ-TV Bangor, Me.—Granted cp to change ERP to 51.3 kw vis., 25.7 kw aur., make changes in equipment; ant. 640 ft.

KQED San Francisco, Calif. — Granted mod. of cp to change type ant.

WFCR Fairfax, Va.—Granted mod. of cp to make changes in DA system.

WVEC-TV Hampton, Va.—Granted extension of completion date to 7-4-59.

Action of Dec. 18

WFPO Stroudsburg, Pa.—Granted change in remote control authority.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde on Dec. 29

Granted petition by Coral Television

Continued Page 87

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Attention all managers, sales managers, salesmen, program directors, disc jockeys, production men, engineers and combo men! Are you ready for the big time? America's fastest growing radio group needs qualified and experienced personnel in all of the above categories for major market stations. If you are interested in a career with top pay and many extra benefits, tell us all in your first letter. All replies will be held confidential. Sorry, but we can not return tapes. Reply Box 722G, BROADCASTING.

Modern radio's outstanding chain expanding. Number one station top ten market adding live-wire, fast-paced announcers, hard-hitting salesmen. Rush tape, snapshot, data. General Manager Box 133H, BROADCASTING.

This is Macomb . . . The home of WKAI Radio and Western Illinois University. Accepting applications experienced personnel. Engineer, announcer, sportscaster, program director, salesman. Send full details to Bob Douglas.

Management

Assistant manager. Jack of all radio trades to work directly with general manager in administering operation in medium-small Kentucky market. Following essential: ability to get along with people, follow-up of details-details-details, announcing (may have short shift—send no tapes), operation of all studio equipment, creation and production of ideas for sales force, etc. Send full resume including past earnings. Replies treated confidentially. Box 221H, BROADCASTING.

Suburban New York sales manager, opportunities unlimited in nation's fastest growing area. Write or call WHTG, Asbury Park, New Jersey.

Sales

Salesman wanted to take over account list now worth $7000 per year with great opportunity to increase this in solid, progressive station, midwest. Now 1 kw, soon 5 kw. Opening created by staff promotion. Box 111H, BROADCASTING.

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Outstanding local station, staff of 20, 50,000 metropolitan market, needs experienced, aggressive salesman. Must be high type man interested in permanent future. Merchandising background essential, outstanding sales ability a must. Box 198H, BROADCASTING.

Top independent station, major midwest market, has immediate opening for a real salesman who wants to make 5-figure money. Excellent opportunity for commercial manager in smaller market to double his earnings. Chances for advancement in management good. Box 215H, BROADCASTING.

1000 watt Washington state daytimer needs top salesman. Real producer can be sales manager 60 days or less. Box 234H, BROADCASTING.

Metropolitan market in southern New England area looking for aggressive, experienced salesman. Salary plus incentive. Will take over some existing accounts. Send resume and availability. Excellent opportunities for earnings and advancement with independent music and news station. Box 240H, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Sales

NBC regional vhf tv has openings for men who want big territory, liberal commission, no competition. Presently our sales staff just cannot cover our ¼-million-home area. Box 260H, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Wanted: Peddler or peddlers (salesmen)—order takers need not apply. Central California, 5,000 watt, Mutual. Contact Frank Flynn, Box 717, Merced, California.

For Top Flight salesman only—We need 3 men willing to travel in protected territories. Each man should live within 200 miles of Atlanta, Chicago and Dallas. Our new tv and radio properties are proven and offer a man a large earning potential. Liberal drawing account and commissions with a respected firm. Will only consider men with previous sales experience in tv or radio. Write a full resume with references to Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo 2, New York.

Announcers

Wanted: Staff announcer for 1000 watt eastern Ohio station w/background of sports announcing. Send tape, resume and picture. Box 807G, BROADCASTING.

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

Radio-announcer, 1st phone. Excellent salary and chance for rapid promotion in 3-station network in Rocky Mountain area. Send letter, tape and other information. Box 970G, BROADCASTING.

Stable, creative announcer with first phone, or mature versatile deejay with production spot experience. No top 40, no rock 'n roll. News gathering and writing ability desirable but secondary at present in expanding Illinois kilowatt. Good pay for competent man. Bonus, insurance, sick leave, many fringe benefits. List age, education, experience in detail. Box 143H, BROADCASTING.

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Full power vhf in south has opening for radio man with tv ambitions. Send tape, photo to Box 259H, BROADCASTING.

KBUD, Athens, Texas seeking experienced, mature announcer. $325.00 month.

One hour from L.A. combination man, first ticket, good pay. Send tape and references to Box 1520, Oxnard, California. Immediately!

Experienced announcer for resort area, good on commercials and news. Fast operation. Send tape and details to McGregor, KBHS, Hot Springs, Arkansas.

Wanted, experienced announcers for radio-tv operation with authoritative presentation that sells for our advertisers. Send details to Eli Daniels, KRSD, Rapid City, S.D.

RADIO

Help Wanted—(Cont'd)

Announcers

Aggressive station in midwestern market has excellent opportunity for alert, go-getting young personality. Send tape, resume, photo, salary requirements to Jim Holston, WANE, Fort Wayne, Indiana.

Florida top music station wants full time disc personality. Send tape full information WDVH, P.O. Box 289, Gainesville, Florida.

Announcer with first phone. No maintenance. Permanent. Mail tape, photo, resume to WEBY, Milton, Fla.

Immediate opening experienced announcer. Full time independent station. Modern studios, new equipment, some combo. Adult station in all America city. No rock and roll. Rush audition, resume, salary requirements, WGIL, Galesburg, Illinois.

Technical

Immediate opening for first class engineer who can also sell and service accounts in mid-south. Top pay with growing organization. Box 255H, BROADCASTING.

Immediate opening for chief engineer for one of Montana's leading stations. 250 watt RCA equipped with alternate main transmitter. Good pay. Good working conditions. Excellent medical hospital, pension plan. Contact I. A. Elliot, Manager, KATL, Miles City, Montana.

Chief engineer for light afternoon announcing shift and maintenance. WHIT, New Bern, N. C.

Engineer-announcer, 1st phone, accent maintenance. All new Gates equipment. Minimum announce schedule. Contact Bob Douglas, WKAI Radio, Macomb, Illinois. Temple 3-4129.

Immediate opening for engineer-announcer. Staff announcing and maintenance. Call Jimmy Childress, WMSJ, Sylva, N.C.

Production-Programming, Others

Needed: Top program director to program full time 250 watt station in medium size mid-west market. Must be good morning man, willing to spend up to 4 hours on air. An all-around radio man will have permanent position in wonderful family town. Send tape, date willing to start and complete references to Box 959G, BROADCASTING.

Ohio station needs experienced pd who knows programming, local news, station promotion, commercial spot and program production. Send complete information re past experience, personal history, tape, photo and references. Material held confidential and will be returned. Box 182H, BROADCASTING.

Outstanding local station, staff of 20, 50,000 metropolitan market needs program idea and production man. Ability to develop local programming and produce programs essential. Future, unlimited. Send complete background information, photo and tape, also experienced local news man. Box 199H, BROADCASTING.

Opening after January 1 for good newsman with good delivery. Must be able to report, write and air the news in one of midwest's best medium market radio tv newsrooms. 5 kw radio, full power vhf tv affiliated with NBC. Guaranteed income plan double time for holidays, etc. Send tape, picture, and salary required. Box 207H, BROADCASTING.

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Grantham School of Electronics *specializes in* F.C.C. license preparation, teaching you either by correspondence or in resident classes. Correspondence training is conducted from Washington, Hollywood, and Seattle; also, resident DAY and EVENING classes are held in all three cities. Regardless of whether you enroll by correspondence or in a resident class, we train you quickly and well—NO previous training required. A beginner may qualify for his first class F.C.C. license in as little as twelve weeks.

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HOLLYWOOD CALIF. Grantham School of Electronics, 1505 N. Western Avenue, Hollywood 27, California

SEATTLE WASH. Grantham School of Electronics, 408 Marion Street, Seattle 4, Washington

MAIL TO SCHOOL NEAREST YOU

(Mail in envelope or paste on postal card)

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821-19th, NW Washington • 1505 N. Western Hollywood • 408 Marion Seattle

Gentlemen:
Please send me your free booklet telling how I can get my commercial F.C.C. license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____

City_____ State_____

I am interested in ☐ Home Study, ☐ Resident Classes 99

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Music firm seeks young man with musical background and radio, television and advertising agency contacts for purpose of popular standard music catalog exploitation. Write Box 219H, BROADCASTING, stating experience.

RADIO

Situations Wanted

Experienced young man, currently running vast highly successful and varied music production service blanketing entire broadcasting industry for large corporation. Seeking opportunity as music and program director with possibility of business affiliation. Wide national credits and proven commercial knowhow. Box 177H, BROADCASTING.

Management

Sales manager-general manager. 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 701G, BROADCASTING.

Manager. Thoroughly experienced legman type manager. Good imagination and concept leading to good volume of business. Box 195H, BROADCASTING.

Small market manager or sales manager. South or southerners preferred. Box 197H, BROADCASTING.

Hard hitting, aggressive sales and program minded general manager of 5 kw metropolitan market of over ½ million would consider change to same size or larger market in sales manager or general manager capacity. Have came up through the ranks of announcing, writing, programming, farm service and an excellent 9 year record of radio and tv sales. Prefer upper midwest. Box 235H, BROADCASTING.

Broadcast executive available due to station sale. Extremely able, capable with 20 years experience, including sales manager, general manager in radio and television, medium and metropolitan markets. Top references, married, college graduate, age 42. Replies confidential. Resume available. Box 243H, BROADCASTING.

Have contract book, will travel, to station with best offer! Producer, prefer sales manager job, previous experience as such. Young, family, sincere, good references. Box 244H, BROADCASTING.

Sales manager, professional radio advertising salesman. Experienced all phases local radio. Desire good job, top organization. Require substantial compensation. Good references, experience includes sales manager, promotion manager. Under 30, family. Box 245H, BROADCASTING.

Sales manager for combination local, national, regional assignment. Proven record. Box 250H, BROADCASTING.

General manager—Expert in formula radio. Wants large market station. Running top formula station medium market 3½ years. Box 256H, BROADCASTING.

Manager, 13 years experience in all phases of radio. 37, married and family man. Best references. Box 257H, BROADCASTING.

Sales

Experienced salesman—background 14 years sales management, announcing, congenial worker. Box 222H, BROADCASTING.

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 226H, BROADCASTING.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Ten years experience: AM and some tv and announcing, prefer far west. Box 163H, BROADCASTING.

We're a deejay. That is, I'm an us. We're an unbreakable set. Let us know (uh, better let me know—I don't trust the others) if you've a slot open, preferably after midnight. We'll air-sell for you and entertain your listeners, all for the paltry sum of $150. Box 237H, BROADCASTING.

Experienced announcer with first phone would like opportunity to brush up on maintenance. No. top 40. Also have had training in tv. Box 216H, BROADCASTING.

Experienced St. Louis sportscaster seeks bigger challenge. Hard working, writes own material. Play-by-play all sports. Radio, tv. Box 218H, BROADCASTING.

Cold winters—ouch! Want position in Los Angeles, California area. Newscasting specialist of highest quality. Present salary $130.00 weekly. Six years experience. No commercial problems. Age 26, married, two children. Box 224H, BROADCASTING.

Announcer, mature. Sales minded. Good related background. Operate board. Cooperative. Box 225H, BROADCASTING.

Spirituals-folk music specialist. Good background. Staff announcer. Versatile. Cooperative. Box 227H, BROADCASTING.

Negro deejay, smooth patter, smart production; handle controls. References. Tape. Box 228H, BROADCASTING.

Announcer. Modern sound. Experienced. Styled for California, Boston, Washington, Philadelphia. Box 229H, BROADCASTING.

Announcer-dj; operate board, strong, copy, sales, gimmicks. Cooperative. Reliable. Box 230H, BROADCASTING.

Women's programs—announcer-writer-director, good general background. Cooperative, versatile. Box 231H, BROADCASTING.

Girl-dj announcer. Run own board. Can sell too. Eager, capable—production, publicity, promotion. Steady, no bad habits. Box 232H, BROADCASTING.

Unusual, relaxed delivery. Perfect night or all nite. News, experienced. Box 233H, BROADCASTING.

Ten years, solid references. Veteran with college. All phases announcing. Finest professional background. Prefer night work. Box 236H, BROADCASTING.

Personality dj—imaginative performer—excellent news and commercial delivery. Friendly style makes listeners friends. $8000. No sign-on, please. Box 238H, BROADCASTING.

Available now. 5 years experience. DJ, news, sports. Play-by-play. Married. Box 239H, BROADCASTING.

Have 1 year experience as dj and news director, will travel. Married, 21, draft free. Good reference. Box 241H, BROADCASTING.

Gospel programs, announcer/producer. Good background. Capable commercial staff duties. Box 247H, BROADCASTING.

News-special events-plus. Announcer-producer-writer. Radio and tv. Box 248H, BROADCASTING.

Announcer. Nearly fourteen years experience in the midwest, nine years at the present station. Would like to relocate in the midwest at a large well established station. Thirty-one years old, family man, excellent references. Present salary $6500. Box 252H, BROADCASTING.

Sports and staff announcer. Play-by-play pd six years experience, college graduate, 24, married, dependable, top references, no habits, prefer south. Charles Phillips, 1314 Bihlman Drive, Portsmouth, Ohio. Phone EL 3-6905.

RADIO

Situations Wanted—(Cont'd)

Announcers

Several years experience in news, continuity, engineering, music library, announcing and office boy work. Some college, strong in news, commercials and dj work, but still looking for experience. Box 663, Gary, Indiana.

Politician wants announcer-sales combo; young, college, graduate broadcasting school, personality plus, likes everyone, excellent dresser, reply: P.O. Box 1732, Boston 5, Mass.

Will work to please. Run own board. Versatile. Will locate anywhere. Tape, resume. Augie Ronald, 6044 S. Knox, Chicago.

Technical

Engineer ten years experience desires to relocate soon. Prefer south or west, but consider elsewhere. Prefer chief's position. Box 264H, BROADCASTING.

Experienced engineer-announcer, maintenance, new sound. Box 265H, BROADCASTING.

Production-Programming, Others

Newsman—competent reporter, writer, 7 years radio-newspaper experience, professional delivery, best references, college, car, working, interested radio and/or tv. Box 200H, BROADCASTING.

Photographer: 3 years experience, all phases, primarily news, age 24. Box 220H, BROADCASTING.

Radio copywriter, 11 years radio-tv, dependable, male, family. Make offer. Box 253H, BROADCASTING.

TELEVISION

Help Wanted

Sales

New tv station hungry for capable men who can sell. We don't lack prospects, just manpower. This is a southern vhf network affiliate. Box 261H, BROADCASTING.

Announcers

Staff announcer radio and tv, New York state. Able to "hard sell" when necessary, operate as combination man on radio, handle some in-studio sports reporting. Box 171H, BROADCASTING.

Tv staff announcer: good appearance and personality. Send pictures, tape, and details to Don Stone, KTIV, Sioux City, Iowa.

Technical

Experienced chief engineer for midwest CBS station. Top salary. Excellent working conditions. Stock option plan. Administrative and construction experience essential. Personal interview a requisite. Include educational background, television commercial experience, past earnings, record and references. Box 120H, BROADCASTING.

Well established mid-southern vhf station has excellent opening for licensed video engineer. Please send complete resume and recent photo. Box 172H, BROADCASTING.

Television transmitter engineer, first class license, operational and maintenance experience with RCA transmitter essential. Top salary to right man. Give full details of experience. Box 202H, BROADCASTING.

Television transmitter supervisor to take charge of personnel, operations and maintenance of RCA TT25BL transmitter. Great Lakes location, start $125 per week. Write Box 203H, BROADCASTING, including complete qualifications.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Commercial artist-copywriter needed by rapidly growing vhf in new southern market. Send samples of work. Box 262H, BROADCASTING.

Creative director for expanding vhf. Experience in programming, film and continuity. Top level job. Will work with advertisers and salesmen in building programming for KCRG-TV, Cedar Rapids, Iowa. State salary requirements. Write Redd Gardner, General Manager.

Promotion assistant with some experience for KCRG-TV, Cedar Rapids, Iowa. State starting salary and background in reply. Unusual opportunity to really learn promotion and publicity work for stable person. Write Redd Gardner, General Manager.

TELEVISION

Situations Wanted

Management

Station manager. Will guarantee increased profits in six months plus steady 20% profit margin or 20% increase over 1958 in twelve to twenty-one months in return for small percentage or stock escrow arrangement. Over decade successful television experience organizing and reorganizing major and small market stations. Seeking immediate change and permanent location for best reasons. Box 246H, BROADCASTING.

Announcers

Tv personality. Personal interview only. Over 20 years in two top northeastern stations. Currently employed. Box 217H, BROADCASTING.

Looking for a trained seal? Perhaps not, but how about a trained seal who does his own work? Here's a top notch newsman, who delivers the goods at the typwriter, on the scene reporting, is tops on the air, and a preferred commercial announcer. Presently news director with high ranking CBS outlet. Reason for making a change: low-paying market. It may be I'm what you're looking for. Write Box 242H, BROADCASTING and I'll tell all.

Technical

Married, 28, recently graduated from tv school. Have first. Willing to travel. Have training but need experience. Seek employment in tv station or transmitter. Box 254H, BROADCASTING.

Production-Programming, Others

Production manager: 8 years radio-tv: film, directing, announcing. Currently production manager small market tv. Married, 30, vet, grad. Will relocate anywhere. Box 185H, BROADCASTING.

Writer-producer-director. Practical experience, local regional. Creative. Versatile. Cooperative. Box 249H, BROADCASTING.

FOR SALE

Stations

True: Top Alabama station in excellent area. $95,000 cash for quick sale. Own six acres city land, equipment and buildings. Good billing. 250 watt fulltime. Owners separating. Box 131H, BROADCASTING.

Pacific northwest 1000 w daytimer with c.p. for 5000 w. Attractive city of 33,000. Trading area population 100,000. Grossing $70,000 a year. Real estate with excellent studio and transmitter facilities included. Down payment of $24,000 will handle. Box 258H, BROADCASTING.

FOR SALE

Stations—(Cont'd)

Southwestern 500 watt daytimer, single station market. Over 500 retail businesses; equipment only two years old. Excellent opportunity for owner-manager. $40,000 cash for quick sale. Box 266H, BROADCASTING.

KCHS, Truth-or-Consequences, New Mexico now for sale at $47,000. Bet this won't last all year going down $1,000 per week. Box 351, Truth-or-Consequences, New Mexico.

Southeast monopoly market, newspapers and 55% radio station, $150,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Redding, California 250 w full time. For particulars write: Kal Lines, 1095 Market Street, San Francisco, California.

Mid Atlantic state metropolitan market, $275,000, terms. Chapman Company, 1270 Avenue of Americas, New York, N. Y.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Great Plains state medium market, $208,000, $60,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

$17,000 down payment will buy Gulf state small market station (2), total prices $35,000 and $67,500. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Equipment

Three 235 foot Ideco self-supporting towers, transmission lines, coupling units, Austin lighting chokes, lights. First class condition. $10,000. Ready for shipment in January. Write KCBQ, San Diego, California.

3 PT6-R rack-mount Magnecorders, in good operating condition, with remote control provisions. $275.00 per unit, or all three for $750.00. 1-C am frequency monitor complete with spare tubes for $100.00. One Stancil Hoffman M-5-A minitape recorder, less batteries, in good working condition, for $75.00. Contact Ellis Feinstein, Chief Engineer, KMED, Medford, Ore.

Standard program library. Includes commercial and music sections, indexed catalog. 16"—33 rpm unbreakable discs, 75% never used. Cost $1600. First fair offer. WAYE, Baltimore.

Am transmitter: Gates BC-1F 1000 watt. Less than three years old. Perfect. Have increased power. $3,000 fob. WEBY, Milton, Fla.

Generators—gasoline, two units with automatic changeover and regulators. One 48 kw, 240 vac, 3 phase. Other 20 kw, 120/240 vac single phase. Best offer. WHOO, Orlando, Florida.

Collins 300G transmitter 250 watts, on 650 kc at present. Less xtals. Good shape with tubes. A complete 7000 watt ac power plant for emergency use, tower lighting chokes, flasher unit and antenna tuner unit. All in one bundle for $1250.00 cash and you come and get it. Write Box 4248, Capitol Hill Station. Oklahoma City, Okla. or call Forrest 5-6358.

1—GE 10 watt fm educational channel (89.1 mc) broadcast transmitter including matching pedestal cabinet base. Superb condition, used approximately 4 months, has been in storage. $950.00. Audex Company, 1439 W. Lake St., Minneapolis 8, Minnesota. TAylor 7-3993.

Power supplies, 220V., 3PH., 50/60 cy., AC/DC overloads, 100A. Contactors, 6 taps 3750V. to 8250V. DC. AT 3.45A; transformer 30KVA. 40C., 6 rectifiers, full-wave: brand new, overseas packed, complete. Water circulators, HF transmitters 10, 15 & 40KW., new and used. Bargains. George Belling Electronics, 770 West Grand Ave., Oakland, Calif.

FOR SALE

Equipment—(Cont'd)

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co. Box 31, Temple, Texas.

Magnecorders: PT6J8A, PT6AH, PT6-R, 814 etc., specify fully. Walter Hoffman, 511 South 5th Street, Las Vegas, Nevada.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00. 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

AM radio station low-band frequency, 1 kw or more of power covering one of the top U.S. 15 markets. Send full details, price, coverage, power and assets. All information will be held in strict confidence. Box 160H, BROADCASTING.

Equipment

Western Electric consoles model 23, turntables, microphones and what have you. Box 736G, BROADCASTING.

DuMont fm exciter type 5067B for transmitter 1000/2000. Want cameras, transmitters, studio-terminal equipment. Also want am-fm transmitters. Box 113H, BROADCASTING.

Fm broadcast transmitter, 1 to 2 kw. Also, monitor, cables, antenna. State condition, type and price. Russ Reid, KGDN, Seattle 33, Washington.

Cash paid for kilowatt fm transmitter, eight bay antenna, and monitors. Rush details. KMHT, Marshall, Texas.

Remote amplifier, tape recorders, automatic program level amplifier, fm monitor. WHCI-FM, Hartford City, Indiana.

Tube checker, signal generator, noise and distortion meter, good condition only. Write to G. L. Marcotte, WSKI, Montpelier, Vermont. Give make, age, price.

Magnecorders. State original cost, condition and price. Suite 2, 511 South 5th Street, Las Vegas, Nevada.

Transmitter, 500 or 500/1000 w. high-level-modulated, plus other equipment. Send complete details. Desert Broadcasting, 4150 Arch Dr., Apt. 22, North Hollywood, Calif.

Wanted—3 or 5 kw used fm transmitter, fm antenna, frequency monitor, modulation monitor. Must be in good condition. Contact Arthur Prosper, Central Missouri State College, Warrensburg, Missouri.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2. 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School. 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

RADIO

Help Wanted

Announcers

MORNING MAN WANTED

We're looking for the right D.J. to handle our morning shift. He must have some experience on the morning trick at a small station and be bright and imaginative. If he can also handle our P.D. job so much the better. Salary, depending on his ability and experience, can't be tremendous to start but there's lots of room for the right man in our growing chain of 3 stations. Reply with resume of past experience and references to:

Harry D. Peck
General Manager
Radio Station KODY
North Platte, Nebraska

Technical

Mr. Electronic Engineer

You May Have

the qualifications which could make you a vital part of our expanding R/D staff.

Your choice with one of the nation's leading electronic manufacturers in any one of these fields.

- Transistor Circuits
- SSB
- Phasor and RF Network
- High Power Transmitters
- Fatigue Amplifiers
- Electro-mechanical

Contact

N. L. Jochem, Director of Engineering

Box P-3

GATES RADIO COMPANY

Quincy, Illinois

A subsidiary of

Harris-Intertype Corporation

TELEVISION

Help Wanted

Sales

EXPERIENCED TV FILM SALESMAN WANTED

Leading film company needs man to cover Ohio, Indiana, Kentucky. Applicant must be familiar with territory and live in it. Portfolio of news shows and reruns. Draw plus expenses. Send resume.

Box 223H, BROADCASTING

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

15% of original cost ($65,000 & $240,000) will buy two DuMont uhf tv transmitters, complete and in like-new condition. Other tv equipment available. Send us your requirements.

Lehigh Machinery Co., Allentown, Pa.

INSTRUCTION

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write

DETROIT SCHOOL of ANNOUNCING AND SPEECH

138 Duffield, Detroit 1, Mich.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

Corp., South Miami, Fla., for extension of time to Jan. 7, 1959, to file responses to following pleadings in Miami-Perrine-South Miami, Fla., ch. 6 proceeding: (1) Motion by South Florida Amusement Co. to dismiss application of Coral; (2) Petition by South Florida to enlarge issues; (3) Petition by South Florida to enlarge issues to determine whether Publix Tele. Corp. is legally and financially qualified to construct and operate its proposed station; (4) Petition by Publix to enlarge issues to determine whether Coral is financially and technically qualified to construct and operate its proposed station, and (5) Petition by Coral to enlarge issues to determine whether Publix is legally and financially qualified and whether South Florida is financially qualified to construct and operate their proposed stations.

Granted petition by The Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn., for extension of time to Jan. 12, 1959, to file exceptions to initial decision in proceeding on its am application.

By Hearing Examiner Charles J. Frederick on dates shown

Closed record in proceeding on application of Irving Braun (WEZY), Cocoa, Fla., after receiving and admitting into evidence revision of his Exhibit No. 1. Action Dec. 19.

Rescheduled hearing scheduled for 9 a.m., Jan. 12, to 10 a.m. on same date in proceeding on am application of Kenneth G. Prather and Misha S. Prather, Boulder, Colo. Action Dec. 24.

By Hearing Examiner Herbert Sharfman on Dec. 29

Scheduled prehearing conference for Jan. 12, 1959, at 11 a.m., on am application of Jack L. Goodsitt (WTOJ), Tomah, Wis.

By Hearing Examiner Isadore A. Honig on Dec. 24

Granted joint motion by all parties (except Broadcast Bureau) to postpone prehearing conference in proceeding on am application of The Tobacco Valley Bcstg. Co., Windsor, Conn.; postponed conference scheduled for Jan. 5 to date to be set by subsequent order of examiner pending action by Commission on application of Telecolor Corp., party respondent.

By Hearing Examiner H. Gifford Irion on Dec. 24

Continued hearing from Jan. 15 to Jan. 28 in proceeding on application of Tucumcari Television Co., for new tv translator station in San Jon, N.M.

By Hearing Examiner Annie Neal Huntting on Dec. 23

Ordered that transcript of hearing shall be deemed corrected if no objection is filed within period specified in proceeding on am application of Beacon Bcstg. Corp., Salisbury, Md.

By Commissioner Rosel H. Hyde on Dec. 23

Dismissed petitions by Valley Telecasting Co. (WFRV-TV, ch. 5) and Norbertine Fathers (WBAY-TV, ch. 2), both Green Bay, Wis., to enlarge issues and by M & M Bcstg. Co. (WMBV-TV, ch. 11), Marinette, Wis., for expedited consideration and establishment of fixed and expedited schedule for final Commission consideration of application of M & M to move trans. site, increase ant. height and ERP; petitions have been withdrawn.

Granted petition by Eastern States Bcstg. Co., Hamden, Conn., for further extension of time to seek review of adverse rulings of hearing examiner to Feb. 23, 1959, in proceeding on its am application, et al.

Granted petition by WKAT Inc. for extension of time to Jan. 14, 1959, to file exceptions to presiding officer's initial decision in Miami, Fla., tv ch. 10 proceeding.

Granted petition by Broadcast Bureau and general counsel for extension of time to Dec. 23 to file replies to petition by Elzey Roberts for leave to file application for cp for new tv station to operate on ch. 10, Miami, Fla., and other relief.

Granted petition by James M. Tisdale (WVCH), Chester, Pa., for extension of time to Jan. 2, 1959, to file opposition to petition by Huntington-Montauk Bcstg. Co. (WGSM), Deer Park, L.I., N.Y., for rehearing in proceeding on latter's am application.

Granted petition by Broadcast Bureau for extension of time to Jan. 6, 1959, to file pleading in reply to opposition to petition to enlarge issues by Fisher Bcstg. Co., in proceeding on its application for new tv station to operate on ch. 2 in Portland, Ore., et al.

Granted petition by Broadcast Bureau for extension of time to file exceptions and reply exceptions to Dec. 24 and Jan. 14, respectively, in proceeding on am application of Town and Country Radio Inc., Rockford, Ill.

By Hearing Examiner Herbert Sharfman on Dec. 23

Cancelled prehearing conference scheduled for Dec. 29 in proceeding on application of WKOX Inc., for fm facilities in Framingham, Mass.

By Hearing Examiner H. Gifford Irion on Dec. 23

Granted request by Broadcast Bureau for extension of time from Dec. 30 to Jan. 6 to file proposed findings in proceeding on am applications of Fox Valley Bcstg. Co., Geneva, Ill., et al.

By Chief Hearing Examiner James D. Cunningham on date shown

Scheduled for hearing following proceedings: Jan. 21 am application of Jack L. Goodsitt (WTOJ), Tomah, Wis. Action Dec. 18.

By Hearing Examiner J. D. Bond on Dec. 22

Granted petition by Coastal Television Co. for leave to amend its application for new tv station to operate on ch. 12 in New Orleans, La., to make substitution among partners comprising that company.

By Hearing Examiner Forest L. McClenning on Dec. 22

Scheduled prehearing conference for Jan. 12 in proceeding on am application of Los Banos Bcstg. Co., Los Banos, Calif.

By Hearing Examiner Herbert Sharfman on Dec. 22

Granted petition by Harvard Radio Bcstg. Co. (WHRB-FM), Cambridge, Mass., for leave to amend its application to specify 95.3 mc in lieu of 105.5 mc, and application as amended is removed from hearing status; retained in hearing status application of WKOX Inc., for new Class B fm station to operate on 105.7 mc in Framingham, Mass.

LAWRENCE B. TAYLOR, INC.

Consultants, Analysts and Systems Planners
in the field of Automation for business and industry
announce the establishment of a specialized

BROADCASTING DIVISION

under the direction of veteran broadcasting executive

J. G. (Gil) Paltridge

The services offered Station Management by the Broadcasting Division include consultation, analysis, planning and supervision of automational procedures in Traffic, Accounting, Scheduling, Logging and Technical Operations.

Lawrence B. Taylor, Inc. Lawrence B. Taylor, President

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Weather or not...

Florida's population gains continue to make good news

One of last winter's hottest news sto-ies was the cold spell in Florida. Just bout every one learned it was the state's ongest "cold snap" in 43 years. Pre-lictions were many that the effect vould seriously cut the flow of new esidents and set back Florida's rapidly xpanding economy. But what hap-ened? People kept right on coming at rate of over 18 thousand per month.

Florida's year-in, year-out popula-ion growth was not curtailed. It still oes on. Despite record cold weather nd its widespread publicity some 25,000 people moved here in 1958. A ain in one year equal to the popula-ion of Spokane or Youngstown.

Not all of these new residents are etirees either. Far from it. Twenty-even percent are in the under-18 age group. Forty-five percent are in the 18 to 44 age group. Twenty-one percent are 45 to 64. Only seven percent are 65 years and over. Florida is growing with young families and with an active earning and spending population that is building a prosperous market for goods and services.

Add to these significant numbers the 8 million-plus tourists who visit Florida yearly and you have an idea of its broad economic base. Four and a half million resident Floridians with per-capita incomes topping all other southeastern states, plus the additional buying power of one billion, three hundred million tourist dollars per year. The total is making Florida's retail sales volume grow even faster than its population—$5 billion, 900 million in 1957, according to Sales Management figures. A 29% jump in 2 years. Preliminary figures for 1958 show retail sales well ahead of 1957.

Last winter the big news from Florida was cold weather. But the good news was its continuing dynamic economic expansion. One that even a 43-year record cold spell did not unbalance.

For news of prime interest to the millions still looking toward Florida—for vacations, for living, for business and investment—it will pay you to keep an eye on its progress. For factual details on any aspect of Florida economy, simply write:

State of Florida Development Commission
515-S Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

OUR RESPECTS TO . . .

Henry Miner Schachte

Of an early winter evening the view from Henry Schachte's office on the 21st floor of Lever House is striking in its beauty. The lights of the RCA Bldg. off to the right, the Empire State Bldg. sequined in the distance, Grand Central Terminal ahead and, if the expression may be pardoned in Lever House, the Colgate-Palmolive Bldg. down the street—all these add up to one of the most spectacular views in nighttime New York.

But the scenery, much as he enjoys it, is not the reason Henry Schachte may be found so often in his office after nightfall. The fact is that he likes to work. It often brings him to the office early, not before the sun is up—he isn't that much addicted to work—but before many occupants have arrived in the buildings he looks out on.

Mr. Schachte is advertising vice president of Lever Bros., and as such presides over an advertising budget of more than $80 million a year, of which an estimated 75 to 80% is spent in television. He currently is serving also as chairman of the board of the Assn. of National Advertisers, a post to which he rose last November after several years in a variety of important board and committee assignments. These, hinting the range of his personal and professional interests, have included the radio-tv committee, the magazine committee, the advertising research committee, the executive and finance committee and the advertising management committee. Against this sort of background there seems little reason to argue—or belabor—the point that he likes to work.

Adman's Beginning • Henry Miner Schachte was born 46 years ago next Monday, on Jan. 12, 1913, in Pittsfield, Mass., the son of William and Susie Schachte. His father was an electrical engineer at General Electric Co., and after school—Williams College, class of 1935—young Henry went to GE, too, though not in the electrical line.

He started as an industrial copywriter, first at the Pittsfield plant and later in the advertising department in Schenectady. He won the transfer not because of any industrial copy he turned in, but through what might be termed social copy. He was asked to write a notice for a cocktail party, which happened to be on top of the incoming pile within view of a visiting advertising executive from Schenectady. The visiting executive liked it and arranged his transfer.

This was about 1938, and from industrial copy he moved into corporate advertising, becoming manager of general corporate advertising before he left in 1942.

When he left, it was to go to Young & Rubicam as a copywriter on the Westinghouse Electric Co. account. A month later Y&R gave up Westinghouse and took back General Electric—but a rule of the shop was that no one who had worked on Westinghouse could work on GE. This left him, or so he feared, out of a job after only a month at Y&R. The dilemma was solved, however, with his transfer to the contact department, where he rose to account executive on the Borden Co. account.

Agency to Account • Two years later, in 1945, he moved over to Borden as assistant to the director of advertising, subsequently becoming director of the department. He left this post in 1953 to join Bryan Houston agency as senior vice president, leaving in June 1955 to become Lever Bros.' advertising vice president. Less than a year later he was elected to the Lever board of directors.

As Lever's advertising vice president, Mr. Schachte performs two basic functions: (1) he is consultant to the general management and the marketing divisions of the company; (2) he has administrative responsibility for the media, promotion, packaging, public relations and marketing research departments.

Mr. Schachte has been in ANA for 14 years, during which time he has run up a record which seems to justify the philosophy he expressed when asked to define his objectives as ANA chairman. "What you do in ANA," he says, "is not done during your one year as chairman, but over a long period of membership."

He does have some general areas that he is exploring with the thought that specific programs may be worked out to improve them. One of these is creativity, an intangible whose importance he feels has been submerged in ANA's concentration on such other fields, however important, as marketing and advertising management.

Need for Creativity • The growth of advertising and especially television, he points out, makes it "much harder to be a good student of creative advertising today that it has ever been"—and this at a time when "it has never been more important to be a good student of it." It is ANA's obligation to promote resultful advertising, he notes.

If ANA should turn out a study of creativity even approaching the magnitude of its recently completed work on advertising management which was conducted under the chairmanship of Mr. Schachte, it could become known as the definitive job to date. The advertising management studies, in preparation for three years at a cost of $200,000, produced a series of seven guidebooks which many experts regard as the greatest step ever taken toward more effective advertising.

Mr. Schachte was married in 1933 to Marie Hill of his native Pittsfield. They have four children: Peter, 24, a senior at Emerson College in Boston, where he is studying television; Judy, 22, who is married to Gary Malkin and lives at Weston, Conn.; Henry Jr., 21, a student at the Rhode Island School of Design, and Susan, 17, in Marymount Academy at Tarrytown, N. Y.

The Schachtes have a home at Weston, Conn., where they spend their weekends, and an apartment in New York, near his office, for weekdays. Mr. Schachte's hobby is reading, especially history, and he also is a member of the Fairfield Hunt Club in Connecticut and the Williams College Club. In addition to his ANA activities, which have included representation on the Advertising Research Foundation board for three years, vice chairmanship of ARF for one year and chairman for one, he served last year as radio-television chairman of the national United Community campaign.

Lever's tv-minded ad boss is now chairman of the ANA

Searching for 'the answer'

THOUGHTFUL (and sometimes desperate) radio broadcasters have been looking for "the answer" ever since television arose to chill their spines 10 years ago. What sort of programming, they wanted to know, will hold audiences and keep sponsors happy against the glamor of tv?

In the intervening decade most of the panic has disappeared, for radio has proved indestructible—to a great extent because not one but many answers to the programming question have been found and put to work.

The latest large-scale search for answers has just been completed. This is a depth study commissioned by KPRC Houston and conducted by the Institute for Motivational Research. The findings, reported elsewhere in these pages, give what IMR officials regard as a strong clue to the kind of programming—in short, the kind of station—that radio listeners want to hear. What they want, says IMR, is a combination of "the authority, reliability and the vast resources of the network stations" and the "more informal, perhaps less professional, but warmer, more intimate approaches and programming of the smaller local stations."

That is what IMR researchers found in Houston. Whether they would find the same desires in Albuquerque or Pocatello or Chicago we do not profess to know. IMR officials think they would. But in many ways this is less significant than the attitude behind the study—the station's desire to find out how it can serve its public better, backed by a willingness to spend what must have been a substantial sum to get this information.

This is a notable but by no means isolated example of radio's continuing effort to improve itself by improving its service to its audiences. The search for "the answer" has been conducted by many stations in many ways. And at the network level, CBS Radio just this week is putting into effect what it regards as its own answer, the "Program Consolidation Plan," just as other networks have devised different solutions in the past.

Broadcasters must continually re-examine programs and audiences to make sure they are in tune with each other. KPRC has made a significant contribution, not only by adding to basic radio research but also by calling attention, through its example, to this need for constant reappraisal and improvement. Constantly beset as we are by claims of supremacy, even incomparability, we cheerfully add a special commendation to KPRC for its having released the findings unexpurgated when in fact it could hardly be pleased, competitively, with some of them.

Oversight overtones

AFTER the gyrations and bombast which animated the investigations of the House Oversight Subcommittee during the past year, it comes as no surprise to find that the report to Congress of the Committee's majority embodies a mixture of good, indifferent and preposterous legislative recommendations.

Those who had hoped that the subcommittee would recommend its own demise are obviously disappointed. The majority wants the work to continue, and asks for additional funds, though the Oversight unit itself might not be continued. By whatever name it may be called, it would still be objectionable if it continued its reckless course of admitting hearsay testimony and of permitting reputations to be besmirched without proper opportunity for rebuttal.

It was to be expected the majority would go all out against *ex parte* contacts. Practitioners and applicants, as well as Congressmen, should know such practices are improper and unethical, but they won't end until politics are eliminated from administrative government and commissioners are appointed for longer tenures.

All to the good are the majority recommendations that direct and indirect pay-offs (strike applications) be prohibited; that the artificial barrier between the FCC and its staff be eliminated; that decisions on motions be issued in 60 days to end hinder-and-delay tactics and that the FCC show greater consistency in the application of its criteria in deciding cases. There is merit too in the recommendation that the chairman be selected by the FCC itself, although we have misgivings about limiting the chairman's term to three years.

In the area of the preposterous is the proposal that FCC approval must be obtained before anyone can negotiate to purchase an existing station and that hearings must automatically be held. This is even more untenable than the old Avco procedure, whereby facilities would go to the highest and best qualified bidder. After a trial period, this provision was repealed in 1952 upon insistence of the FCC, licensees and Congress too.

On the one hand, the majority proposes to eliminate red tape and paper work, and then, in its transfer proposal, it would add infinitely more. An automatic hearing on transfer alone, without regard to the FCC's prior approval to negotiate, would mean perhaps a two-year delay in each instance. Consider the social and economic changes likely to occur in a two year span. This provision, if adopted, would probably discourage transfers to the point of freezing ownerships.

The majority is to be commended on one conclusion. It flatly rejected a proposal that television programming be investigated, properly concluding that this invaded forbidden areas and constituted censorship.

The majority report should be appraised in proper legislative juxtaposition. It is a report of a subcommittee to the full Interstate & Foreign Commerce Committee. The chairman of both is Oren Harris (D.-Ark.). Before there can be action, legislative hearings must be held. We have no doubt that many—probably most—of the Oversight Committee recommendations will be washed out. Those that are wholesome and in the interest of better administration and better regulation, should be adopted.

Drawn for BROADCASTING by Sid Hix

"Put a dress on her. His first tv fight comes up Friday."

THIS IS IT!

THE MOST POWERFUL COMBINATION IN THE NATION

50,000 WATTS at 540 KC

W·GTO RADIO
CYPRESS GARDENS
FLORIDA

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.